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Using Forced Draft Methods to Get Quick Distribution

By Heinrich Waldes

President of Waldes & Co., of Prague, Dresden, Warsaw, Paris, London, New York, Montreal

WHEN we came to America two years ago to open a branch house in New York for our dress-fastener business, we found trade conditions very different from what they are in any of the countries abroad.

In Europe, after we had secured the endorsement of the leading fashion designers—Paquin, Drecoll, Redfern, Worth, Doeillet, Cheruit, etc.—for our Koh-i-noor dress-fastener, which is intended to take the place of the old type of dress-fastener, it had been possible to persuade the jobbers of each country to lend their assistance and we could pass on and give undivided attention to creating an interest among the retail dealers, the dressmakers, and the women wearers of gowns, waists and skirts.

But when we sought to employ the same methods here in this country we found our-

selves up against a stone wall. The success of the fastener abroad, the incontestable proof of that success which we furnished in the shape of the testimonials mentioned, of foreign advertising and advertising literature, our expensive house publication, in several languages, our window display catalogue, samples of many different kinds of card designs, display cabinets, our promise to advertise in America, etc.—all of this counted for nothing with the

American jobbers and the garment manufacturers, whom we soon found we must aim to secure.

"Create a demand first," they told us, "and we will have to buy. With your experience and resources it ought to be all the easier."

Well, it was necessary to create the demand, and we have done it, accomplishing what seems to us remarkable results in less than nine months of campaigning,

A Message to Manufacturers

Gimbel Brothers, of New York, Philadelphia, Milwaukee, Paris, considering the Koh-i-noor Dress Fastener one of the strongest selling points of Ready-to-wear, will carry only such garments as are equipped with the



WALDES & CO. 105 FIFTH AVENUE
New York, N. Y.
Milan, Italy, Dresden, Prague, Paris, London, Montreal, Canada, Warsaw, Berlin, Paris, London, New York, N. Y.

TRADE ANNOUNCEMENT TO SHOW FIRST
BIG DEPARTMENT STORES TO LINE UP

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for, though we began our investigation into the trade conditions in this country nearly two years ago, it was not until December, 1912, that we felt prepared to open an office in New York City and set the completed plan in motion.

Whatever success we had achieved in the older countries was due in large measure to advertising. The precise form which it took differed in the different countries.

The advertising campaign in Austria, for instance, was started with billboards, in Germany with lectures in the dressmaker associations, in France by circularizing and free distribution by mail,

years. Italy is not only a poorer country than any of the others, but its distributive machinery and advertising field are less developed.

Then, too, there were often technical changes to make in the product and expert knowledge was required to set us right. It is interesting to know and possibly an evidence of the equal ability of the advertising agents of the different countries that however the conditions differed, the result of the sales and advertising effort was to produce at the end of our nine years of promotion all over the world, virtually an equal consumption per capita, with allowance, that is to say, for the varying purchasing power of the public in the different countries.

For these reasons we found it wise to secure a good advertising agency in each country and put ourselves in its hands. Doing this, assisting in their trade investigations and following their advice in general, we have arrived at a very satisfactory position in the field.

When we came to America, therefore, our first care was to select an advertising agency, and require a painstaking investigation of trade conditions as the basis for sound analysis and the preparation of our sales plans.

Our business is, of course, a large one. We have two large factories in Prague, where is located our home office—in Dresden and in Warsaw; and we have branches in the leading cities of Europe, Asia and Africa.

But the demand in America might well exceed the combined demand of all the rest of the world, and we were prepared to make whatever expenditure might be necessary to secure the market.

The report of trade conditions



TYPICAL AD IN WOMEN'S PUBLICATIONS

in Spain by circularizing and free distribution through the jobbing trade and the retail stores, etc. Everywhere the dressmakers' publications, magazines and daily papers were used to create a demand.

And, no less important than other considerations, the advertisements in each land had to be accommodated to the national taste and habit. They were, for example, more scientific in Germany, more aesthetic in France, more humorous in Russia, etc.

In this way we "turned the corner" within six months in France and England, but were unable to do so in Italy in less than four

A Significant Fact!

The effectiveness of an advertiser's sales-story depends a great deal on what the medium carrying it means to the reader.

Everybody's has never printed and never will print any story which fathers and mothers would not have their children read.

A magazine by its editorial policy selects its own type of reader. The significance of this to advertisers cannot be overestimated.

*Everybody's
Magazine*

*600,000 Guaranteed Average Monthly Net Circulation
\$600 a Page*

The Ridgway Company, New York

made by the Federal Advertising Agency, revealed two serious obstacles besides the indifference of the jobbers and manufacturers, to our foreign success and reputation.

The less important of these was the exceedingly unsympathetic disposition of the retail trade towards a new dress-fastener. The Koh-i-noor is not the only novelty of the dress-fastener kind, and the trade was already loaded up with a number of different devices which for various reasons were selling very slowly or not at all. Like the jobbers, the retailers advised us to create the demand first, after which they would stock up according to their judgment.

The best dressed woman on the American stage says she owes the fit and appearance of her gowns to Koh-i-noor Dress Fasteners



TIMELY TRADE-PAPER AD WITH TESTIMONIAL FROM LOUISE DRESSER—NOTE LINE AT BOTTOM

The more serious obstacle had to do with the conditions in the garment-manufacturing industry. These conditions, we were surprised to find, were exactly the reverse from what they are abroad and necessitated a delay, or rather a radical shift, in our campaign. In Europe most of the women's clothing is made by dressmakers or by the housewives themselves, and very little of it by garment manufacturers. In this country,

on the other hand, we found that 90 per cent of the dresses, waists, skirts, etc., were manufactured ready-made in factories and only 10 per cent made by dressmakers or at home.

We saw, therefore, that the manufacturers were our ultimate and important customers. They were, nevertheless, as I said, as indifferent to us as were the jobbers.

"Go make the retail garment trade ask for your fasteners, and we will supply them," they said. "We will not put them on our garments otherwise. We will not put on anything not demanded, because it will add to the cost, and we can't take the chance of its not being wanted. How do we know the fasteners will take in this country?

"Besides," and here is where we came up against a stone wall, "how are we going to put them on the dresses and waists if we take them?"

"Why, sew them on, of course," we said.

"Yes, but how?" a manufacturer replied. "The way you do in Europe? By hand? No, no! We can use only fastening devices which can be put on by machinery."

HAD TO INVENT MACHINES

There was no answer to that. There was nothing to do but consider his requirements.

The situation, then, as we saw it was practically this: The ultimate mark to aim at was the garment-making trade. Nothing could be done with this trade, however, until the retail trade should specify our Koh-i-noor dress-fasteners on the garments supplied to them. The retail trade, in turn, could not be depended upon to call for these improvements until their customers, the women, demanded them. When some of the more progressive department and specialty stores began to do so, the rest would doubtless follow rapidly. And I will mention later what happened.

But at the outset the only thing to do was to go directly to the ultimate consumer or her dress-



—this is what *Bryan* said

"It is needless for me to say that I have been 'sold' on The Chicago Tribune for many years, but I have never had the opportunity before now of learning to my entire satisfaction that you had also 'sold' practically every retail merchant in Chicago.

"These merchants—particularly the ones that we cater to—thoroughly believe in the advertising potentialities of The Tribune.

"This was emphasized by the fact that our accounts in Chicago purchased, prior to the appearance of the campaign, every Superior Union Suit that we had allotted to the Chicago District, besides placing duplicating orders for later delivery."

Cordially yours,

THE SUPERIOR UNDERWEAR CO.

J. E. Bryan, Sales & Adv. Manager.

about his *Superior* campaign in

The Chicago Tribune

The World's Greatest Newspaper
(Trade Mark Registered)

Eastern Advertising Offices: 1207 Croisic Building, 220 Fifth Avenue, New York City

maker, who, of course, is far closer to her than the merchant can be. After the wearers of garments had come to prefer our dress-fasteners to other kinds, they would demand them on their dresses, waists and skirts, the retail trade would in turn demand them from the manufacturers, and the work would be done.

As a result of these considerations, we laid out this plan: advertising representation in the best available list of papers to reach every group desired; personal sales effort to parallel the advertising, with special emphasis on the dressmakers, as the key to the situation; and the experimental installation of a premium system to stimulate consumer demand.

THE MEDIUMS USED

To reach the trade, retail and wholesale, we used whole pages in the following list: *Dry Goods Economist*, *Dry Goods*, *Dry Goods Reporter*, *Drygoodsman*, *Fabrics*, *Fancy Goods and Notions* and *Pacific Coast Merchant*. We are now adding the *Twin City Commercial Bulletin*, *Merchants' Journal* and *Commerce*.

To reach the dressmakers and garment manufacturers, we used pages and half-pages regularly in these mediums: *Woman's Wear*, *American Cloak and Suit Review*, *Le Costume Royal*, *Elite Styles*, *L'Art de la Mode*. We are now including *Nugent's Bulletin*, *American Dressmaker* or *Smart Styles*, and *Le Bon Ton* in our forthcoming list.

We addressed our educational appeal to the ladies as ultimate consumers in these women's and class publications, using generally 120 lines: *Ladies' Home Journal*, *Woman's Home Companion*, *Ladies' World*, *McCall's*, *Vogue*, *Dress*, *Pictorial Review*, and *Cosmopolitan*. The new list will include *Harper's Bazaar*, *Criterion of Fashion*, *Good Housekeeping*, *Theatre*, *New York Morning Telegraph*, *Holland's Magazine*, *Sunset*, *Monthly Fashion Book*, *May Manton's Monthly*, *People's Home Journal*, *Woman's World*, *Housewife*, *Mother's Magazine*, and these weeklies: *American Sunday*

Magazine, and *Semi-Weekly Magazine*.

The selling campaign was put into the hands of four salesmen, who called upon the retail trade and jobbers. I personally took a hand in this during my visits to this country, calling also on the manufacturers, and familiarized myself by personal contact with the actual conditions.

The dressmakers called for special attention. It was important to win them over, because, in their intimate relation to their customers, they could effectively recommend and even use the fasteners on gowns and waists ordered from them. We entrusted this work to a number of young women as demonstrators. They called on the dressmakers in New York, Chicago, St. Louis, Philadelphia and Boston during the first half of the year, and are now about to resume. They always closed their demonstrations with an inquiry as to whether the dressmaker would not like to get a gross through her jobber.

CAMPAIGN VERY SUCCESSFUL

This brief résumé shows the anatomy of the campaign, which is progressing even beyond our expectations. In less than nine months we have secured dealers in most of the cities and large places east of the Mississippi and north of Mason and Dixon's line, and a goodly sprinkling outside. This means also a considerable number of jobbers. The manufacturers, we are aware, will yield much more slowly.

I have not mentioned one of the most conspicuous features of our campaign, one of the things that was of the greatest assistance in promoting the campaign. I mean our new trade-mark. Abroad, and until we came to this country, we had used only the picture of the fastener with the letters K-I-N, standing for Koh-i-noor, or the picture of a girl's face.

When we came to prepare advertising for the American market, it was realized that these were inappropriate. We were told that we needed something more

(Continued on page 12)

In RHODE ISLAND

The Newspapers Which Cover the Field

*The
Providence
Journal*

*The
Evening
Bulletin*

have anticipated the suggestions of advertising agents made in response to the letter sent by the Bureau of Advertising, American Newspaper Publishers' Association.

This letter contains this query: "Have you any suggestions to offer as to how the newspapers of North America and the American Newspaper Publishers' Association Bureau of Advertising may co-operate in rendering service to the general advertisers?" These are the agents' suggestions and our answers to them:

1. "Abolish all differences between local and foreign rates."
Space is sold in these papers on a flat rate to both local and foreign advertisers.
2. "Be sure about circulation."
The only circulation figures published by these papers are sworn, net paid daily averages.
3. "Make the reader pay part of the freight by charging him at least as much as the white paper costs."
The Providence Journal and The Evening Bulletin are 2 cents per copy; Providence Sunday Journal, 5 cents.
4. "Be able to furnish data as to the number of dealers in any certain class in any community."
"Arrange for co-operative merchandising work."
It is the policy of these papers to secure the co-operation of the retailer with the manufacturer in everything within the proper function of a daily newspaper.

Your Inch Rule is Your Rate Card

New York Office:
CHARLES H. EDDY,
Metropolitan Bldg.

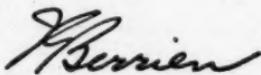
Chicago Office:
EDDY & VIRTUE,
People's Gas Bldg.

Boston Office:
CHARLES H. EDDY,
Old South Bldg.

*Memorandum to**Messrs. Calkins & Holden*

ADMIRATION ought to be personalized. ¶ I once heard William McKinley described as a statue in a park in contrast to "Teddy," with no private life—a man who struts about in his pajamas. ¶ I know a lot of people who admire the work of this agency from afar. There is something about your workmanlike standards, the distinction you put into everything you do that people ought to know about. ¶ Because the copy coming from this agency is superior, I have found men who were blinded to the full service you offer clients. When I told them about some of your inside work, several have said no other agency does so much. These men tell me this inside work is as thorough, as distinguished as that part of your work which is visible. ¶ When an agency makes packages that sell the contents—¶ Or makes the impression of the expenditure of \$100,000 to \$200,000 out of an actual appropriation of \$50,000—¶ When by selecting the right box and the

right copy it produces 100,000 replies and sells 250,000 boxes of the goods themselves; ¶ When by work done—sometimes long before the copy appears—it wins campaigns before they start; ¶ Well, surely it's time everybody knew that this agency is vibrant with life and a knowledge of markets, methods and men. ¶ Let's put this in Printers' Ink and see who's hearing these things for the first time. Some might like a copy of our booklet, "The Advertiser with the Inquiring Mind." I have forty for immediate distribution. I am ordering the fourth edition.



We have selected several letters and memos like this from Mr. Berrien of our staff and decided to accept his suggestion. These letters will appear in Printers' Ink for the next 10 weeks consecutively.

CALKINS & HOLDEN

250 Fifth Avenue

New York



striking, unique, for a trade-mark.

As a result of this realization we adopted a new trade-mark and trade-character, the latter being the attractive girl's head, with the Koh-i-noor fastener placed like a monocle over one eye. This appears in all of our advertising and in most of our advertising matter, generally in connection with the slogan, "Good-by, Old Hook and Eye!" It has helped to humanize the advertising and has, without doubt, given it some power and lasting quality. We are so well satisfied with it that we have now incorporated it in our European advertising and made it the trade-mark for our whole business.

FEATURES TO BE DEVELOPED

Our selling and advertising campaign has, as you may imagine, hardly begun. In the few months since the inauguration of the advertising, we have not had time to develop window and store display and novelty and house-organ advertising, which are important features of our advertising in the older countries. But we shall give this our attention as fast as it appears to be necessary.

One of the most interesting pieces of copy put out was an ad in colors on the back cover of the New York Hippodrome programme, saying that the most amazing thing in the stupendous Hippodrome production was the frequent lightning change of costumes and scenery, and reproducing a letter from the makers of the one thousand gowns and costumes displayed in that production to show that the Koh-i-noor dress-fastener was used by them. Space was also used in the programme of "Potash and Perlmutter," a "cloak-and-suit" trade play.

Our display cards, cartons and cabinets of patented design, used in different foreign countries, are often very elaborate and handsome. Many schemes of window display have been worked out and printed in a book of forty pages. We have included in the last edition of this a few displays for American windows, but we shall put out soon a show-window book solely for American dealers.

We have also used the trade papers to give the dealers hints as to what they can do with the window-display material, which is chiefly show cards and the cards carrying the fasteners.

A broad, novelties of many kinds are used to cultivate our jobbers, dealers and their buyers. Thousands of souvenir pencils, looking like fountain-pens, are given away. Many thousand pocketbooks were distributed last year. We plan to do this in this country.

Thus far we have got no further with anything like it here than the distribution of cardboard fans with our girl's face on it. This is done through the dealers.

Our foreign literature is rather elaborate, and some of it would, I think, be considered very tasteful. For the purpose of reaching the dressmakers we have small folders that contain complete directions, pictures and samples of the label, guarantee and the two kinds of premium coupon. Our publication, *Practical Fashion Hints*, published in several languages, is the size of your woman's magazines, but with forty pages or more; printed on fine tinted stock with colored covers and plentiful illustrations in half-tone and line. It is not certain that we shall issue such a publication in this country, the conditions being so different.

We shall, however, use every practicable means to capture the retail market, which consumes only ten per cent of the dress fastening output, and in this manner create a demand on the part of the garment manufacturers, who use the 90 per cent. How far we have progressed in nine months, as a result of our aggressive advertising and selling campaign may be judged from the fact that one of the leading department stores of the country, with branches in three cities here and one abroad, has specified our fasteners on all ladies' garments hereafter made for it. Such action, I am told, is extremely unusual in this country. If so, it is by so much a tribute to advertising. Other stores will undoubtedly follow suit.

Circulation Auditing Bureau Formed

Delegates of the various advertising interests met at the Aldine Club, New York, on October 27, and organized a permanent bureau of circulation auditing. This permanent committee is an outgrowth of a temporary committee which was appointed by a similar conference last April, mentioned in the April 10 issue of *PRINTERS' INK*.

It was decided at the meeting to appoint an executive committee or board of directors to draw up by-laws and appoint officers, and a meeting for that purpose will be called by O. C. Harn, advertising manager of the National Lead Company and chairman of the temporary committee, as soon as possible. Mr. Harn told *PRINTERS' INK* that he believed an office would eventually be opened in New York in charge of a capable secretary.

The various interests were represented as follows:

Technical Publicity Association: F. R. Davis, General Electric Company; R. S. Scarburgh, New York Telephone Company; Arthur Haller, American Locomotive Company. Association of National Advertising Managers: L. B. Jones, Eastman Kodak Company; G. B. Sharpe, DeLaval Separator Company; O. C. Harn, National Lead Company. American Newspaper Publishers' Association: G. M. Rogers, *Cleveland Plain Dealer*; W. H. Field, *Chicago Tribune*; W. L. McLain, *Philadelphia Bulletin*. Federation of Trade Press Associations: R. D. Porter, *National Carpenter and Builder*; Chas. Price, *Western Electrician*; C. M. Robbins, *Iron Age*. Farm Press Association: W. A. Whitney, *Farm & Home*; S. E. Leith, *Associated Farm Papers*; I. Paschal, *Farm Journal*. Periodical Publishers Association: W. H. Ukers, *Tea & Coffee Trade Journal*; F. M. Barrett, *American Grocer*; George Von Utassy, Hearst publications.

The purpose of this permanent bureau will be to work out some uniform plan, acceptable to advertisers and publishers alike, which will place circulations on an unquestionable basis, and overcome the present chaotic condition where the honest circulation manager is working under handicaps.

McKelway Succeeds Reid at Columbia

St. Clair McKelway, editor of the *Brooklyn Eagle*, has been elected chairman of the advisory board of the Pulitzer School of Journalism, Columbia University. Mr. McKelway fills the position left vacant by the death of the Hon. Whitelaw Reid.

Cressey Joins Chicago "Examiner"

Kendall B. Cressey, formerly with the advertising department of the *New York Times*, is now with the *Chicago Examiner*. Mr. Cressey has been connected with the *Philadelphia Record* and the *Birmingham, Ala., News*.

Two Efforts Toward Real Honesty in Ads

Apropos of the agitation for more honesty in advertising, says the *New York Times*, comes a report from Alabama saying that one of the big retail dry goods stores in that State has publicly asked its customers to notify the management in case they ever find anything in the store's announcements that is not borne out by a visit to the establishment. "To all intents and purposes," a recent advertisement says, "the statements made in these columns are honest and sincere. The officers of this business would no more have their printed word a misrepresentation than their spoken word. They are entirely willing that the character of their business should be judged by their advertising." Along this same line is an announcement of a certified bargain sale which was made not long ago by a well-known Boston store. In this advertisement, which occupied a full page, every item offered at the sale appeared above a facsimile of the signature of the head of the department showing it. This was done to show the public that the merchandise offered and the prices asked for it were right and fair.

Rosenwald to Advertising Men

Julius Rosenwald, president of Sears, Roebuck & Co., Chicago, gave a short talk before the Advertising Association of Chicago last week in which he told the ad men how modern business efficiency had been applied by the Associated Charity Society of that city, thereby producing excellent results. Mr. Rosenwald, who is one of the leading patrons of the Chicago charity society, asked the members of the ad club to use their best efforts in spreading information about the good work being done by the charity organization. Miss Jane Adams, founder of Hull House, will address the club on November 14 in regard to her settlement work. The new officers of the Advertising Association of Chicago were installed November 8, the occasion being celebrated by a special programme.

Sphinx Club's Next Meeting

The meeting of the Sphinx Club at the Waldorf-Astoria on November 11 has been set aside as a "Members' Meeting," and outside guests will not be expected.

Members will be called upon to speak from the standpoint of the following: The buyer, the publisher, the agency man, the seller of space, the advertising counsel.

Lines with "Dry Goods Reporter"

Fred W. Lines, Jr., advertising manager of Volk Bros. Company, Dallas, Tex., and previously in the advertising department of the R. H. Fyke Company, Detroit, has resigned to become manager of the shoe section of the *Dry Goods Reporter*, Chicago.

Some manufacturers buy advertising blind. They have something to sell, a few people to sell to. They follow the crowd, trusting to find the few among the many, and usually they do.

Such a manufacturer ran a twenty-eight line advertisement with us some time ago. It cost then \$140.

He was selling stationary engines, and they are of more use in agricultural territory than anywhere else.

From our more than 2,000,000 circulation, he found 259 who were interested in stationary engines. Of the 259 who were interested, fifteen bought.

Their purchases totaled \$1,132.47 at an advertising cost of \$140—8%.

Nine out of ten experts would not have considered us. But this merchandiser of stationary engines who followed the good old horse-sense method of "seeking the few among the many" used the American Sunday (Monthly) Magazine to his profit.

But the strange thing in advertising is this: Many merchandisers of food products, clothing, furnishings, and a dozen and one other necessities, to whom the crowd is a distinct advantage and profit, seek the few and avoid the many.

Sure they make it pay just as our manufacturer of gas engines used the crowd of the American Sunday (Monthly)

Magazine to locate the few and made it pay!

But how much greater would their profit be if they talked their wares to more than two million rather than to just a few hundred thousand!

There are a few great national advertising approaches to the consuming public. The American Sunday (Monthly) Magazine is one, and an important one.

It will carry your sales argument into more than 2,100,000 good, American homes—homes that house men and women who satisfy their hunger, clothe their bodies and enjoy all the luxuries necessary to whole-souled, progressive, aspiring American citizens.

A ninety-six page booklet tells you where these homes are, and in what number in each community. You'll find "reader contact" is located where you have, or should have, the most pronounced "dealer contact." It will work to your advantage and his, and if your copy is acceptable, you can employ it to your profit, to the profit of your dealer and the profit of its readers.

January forms close December 26th.

American Sunday (Monthly) Magazine

W. H. Johnson, Advertising Manager

220 Fifth Avenue
New York City

908 Hearst Building
Chicago, Ill.

Natural Selection

Its Operation in the Publishing Business

The farmer who plants the cheapest seed he can buy; who sells his crop instead of feeding it; who keeps his boys out of school to save the price of a little machinery; and who dresses like the old iron man—is probably the farmer who buys his reading matter by the price.

For there are such farmers—many of them—and the relative scale of their purchases determine their "circulation value" to the advertiser.

So it is with the periodicals they read. The 25 cent paper gathers in the 25 cent crowd; the 50 cent paper collects the 50 cent people; while the dollar paper automatically sorts out the bigger fellows.

And we are inclined to think it is this dollar class that is doing things and buying things on the farm, and that has made the farm famous in the city.

Associated Farm Papers

537,000 Selected Farmers

can be reached through nine great papers, circulating in various sections of the country.

	Established
NATIONAL STOCKMAN AND FARMER Pittsburgh, Pennsylvania, Supreme in Ohio and Pennsylvania.	1877
FARMERS' REVIEW, Chicago, Illinois, Supreme in Illinois.	1877
FARMER'S GUIDE, Huntington, Indiana, Supreme in Indiana.	1889
FARMER AND BREEDER, Sioux City, Iowa, The Cream of Four States (Ia., Neb., Minn., S. D.).	1878
NEBRASKA FARMER, Lincoln, Nebraska, Supreme in Nebraska.	1859
FARM AND RANCH, Dallas, Texas, Supreme in Texas and Southwest.	1883
CALIFORNIA CULTIVATOR, Los Angeles, California, Supreme in California.	1889
RURAL CALIFORNIA, Los Angeles, California, Supreme for Fruit-Growers and Ranchmen.	1877
THE RANCH, Kent, Washington, Supreme in the Pacific Northwest.	1895



Associated Farm Papers

Chicago,
Steger Building,
D. C. Kreidler, Manager.

St. Louis,
Globe Democrat Building,
C. A. Cour, Manager.

New York,
Fifth Avenue Building,
S. E. Leith, Manager.

New Trends That Sir Joseph Beecham Notes in America

Less Substitution in Drug Stores—
Signs that Senseless Price-Cutting
Is Diminishing, that Press Is
Cleaning Up and that Depart-
ment Store Advertising May
Grow Less

SIR JOSEPH BEECHAM, sole proprietor of Beecham's Pills, on his way back to England after a two months' trip through the United States and Canada, with Edward Glover, manager of his export department, stopped a few days in New York to look after the addition to his American factory, and described to a representative of *PRINTERS' INK* some of the tendencies he had noted in marketing conditions on this side. It was, by the way, his thirty-fourth visit to this country, though it had been some four years since he had swung 'round the circle here and personally investigated the conditions.

SEES DECREASE IN SUBSTITUTION

"There are a number of tendencies, either novel or more pronounced than I had previously observed them to be," said Sir Joseph. "There is quite a marked improvement, for example, in the attitude of the public towards advertised goods, at least in the drug line, and a corresponding decrease in the practice of substitution. I was told this by dealers in many different cities and our own observation seems to prove the truth. You are simply following over here the experience England has gone through. People are more and more going to a store and asking for precisely what they want, and are growing more and more disinclined to listen to lectures in respect to other articles 'just as good.'

"This is a condition we would be only too glad to have come about, and I am pleased to see it so advanced. It is one of the encouraging signs that advertising is taking a higher place in the

public mind. The change is so general and so slight from day to day that it is only when one gets a long distance away from familiar surroundings and revisits some outlying section after the lapse of months or years that one becomes aware of the way things have moved on.

"I don't know whether the increasing popular respect for advertising and advertised goods can be said to come mainly from the crusade for honest, dependable advertising conducted by publishers and advertising men. We have probably not begun to realize yet on the conscious, organized work along these lines. I think we are probably feeling the effects now of the individual efforts made by scores of advertisers who for many years have been improving their product and their advertising, and who have affected their sales forces, their dealers and through them the public with a growing confidence in nationally advertised goods. Many progressive publishers, too, and no doubt advertising men of one kind and another have had a hand in the improvement, each in his own way. Now that the sporadic and individual impulses have combined into a movement organized for definite ends, I have no doubt the standard of advertising and the popular appreciation of it will go higher at a faster pace.

"To us, coming from the other side, the amount of cleaning up in the newspaper press is really remarkable."

"And this," remarked Mr. Glover, "is of particular importance to us because the house of Thomas Beecham is one of the largest newspaper advertisers in the world, if not the largest, spending more than half a million dollars a year altogether and more than \$200,000 in the United States alone. And we are adding still more to our list."

"It's a sort of double cleaning up," continued Sir Joseph. "First there is a throwing out of the undesirable so-called medical and patent medicine advertising. This has, of course, helped all other kinds of advertising, including the

advertising of legitimate proprietary remedies. It has unquestionably helped us.

"Then there is the very noticeable decline in the use of exaggerated claims in advertising. Much American advertising has until recently been too 'strong,' as we call it in England. We have had to go into the newspapers side by side with this exceedingly lively kind of advertising, and we have unquestionably suffered to a great extent through our own mild pretensions. But with the change of taste and sentiment in consequence of which exaggerations are losing ground, our own advertising position has improved

BARGAIN ADVERTISING LOSING ITS LURE

"Another tendency which is very marked," continued Sir Joseph, "perhaps more marked to us coming from abroad than to you in this country, is the change beginning to take place in your merchants' attitude in regard to price-cutting. I am aware of the recent decision of your Supreme Court in the Sanatogen case and the effect this is presumed to have on trade-marked and patented articles, but whatever this may be, and whatever legislation, if any, may be secured to protect the owner of a patent or trade-mark, the general tendency among retailers in the drug line is away from extreme price-cutting and advertising on that basis.

"This is equally true of the large department stores and the chain stores. There are severe price-cutting wars going on between different chains and stores in the country, but there has always been more or less of that, whereas, on the other hand, I hear talk among the retailers such as I had not heard before on my previous trips through the country, that bargain offers fail to attract as an advertising appeal. The American public has become both skeptical and otherwise, just as it has in England.

"The Boots chain of 600 stores in England was built up on a price-cutting policy, but to-day it is trying very hard to keep the

practice within bounds. It cuts to a ten or fifteen per cent profit on standard goods, but it will not cut to cost, as it formerly did, to make a 'leader,' unless it is forced to do so by the competition of other local stores. It will always meet a sharp cut, but it will not try to go under it.

"There is a sound reason for this. The chain stores and other large stores have found it impossible on the whole to dislodge the small stores, and when they see a turnover of, say, £5,000 without a penny's profit, they do some hard thinking.

"The small store, on the other hand, is learning not to cut prices too deeply because it has found that the big store will meet the cut, and that the cost price will thus become the permanent price for the articles in question.

"For these reasons the big store is desirous of getting as far away as possible from price considerations and putting competition instead on a basis of service to the customer. And the small store is perfectly willing to follow.

"This condition, of course, while not wholly protecting the national advertiser, is much more to his advantage than is a free-for-all, cut-as-you-please market. It offers more permanency. It seems to me that conditions are shaping up here in America that way."

Beecham's Pills are advertised in America generally in very small space, as against more generous space in England and Australian papers. This is largely on account of the high rates of papers in the United States. The list of mediums would, however, almost duplicate the newspaper directory, but the individual ads, except once or twice a year, average only four inches twice a week.

BEECHAM'S OWN PROBLEM

"We have a real problem here in connection with our small-space advertising," said Sir Joseph. "In the first place the wholesale price in America is lower than it is in England, and we have a smaller margin from which to make our advertising appropriation. In the

second place, the newspaper rates are two and even two and a half times what they are abroad. And now, on top of these conditions, we find the heavy advertising of the department stores almost swamping us. It has not been so noticeable until within the past half decade. The number of these stores has grown amazingly since my previous trip through the country, and it is impossible not to see that their heavy advertising most adversely affects our modest space.

PREDICTS SMALLER SPACE FOR DEPARTMENT STORES

"There is nothing we can do to offset it that I can see. We shall keep on advertising and await developments. I do not understand how the department stores can keep up this heavy advertising indefinitely. A great deal of it is competitive advertising and hence uneconomical. I believe also that with the growth of the tendency away from price-cutting, the present immense size of the department store advertisements will decrease. I think this would be a good thing if it would not at the same time widen the cost of space. I do not believe it would, because doubtless there are many not now advertising who would do so if they felt they would not be smothered by the huge department store ads."

It is interesting if not curious to know that Sir Joseph, while a very small space advertiser in America, is known in England, Mr. Glover points out, as the "father of page advertisements." This began years ago—goes back, in fact, almost to the time when the present head of the business handled the advertising for his father. The business is seventy years old, but had made only ordinary growth up to the time when the young man, then under 30 years of age, began to experiment with large space. Everybody in the field was then using small space and everybody was jogging along in the same way the Beechams were.

One morning the elder Beecham was riding downtown in the

tram or on top of a bus. Happening to glance at the paper of a man in front of him he saw nearly all the way across the page and nearly all the way down the name "Beecham" recurring again and again. He stared and saw that it was his own advertisement.

He could hardly wait to get to the office, where he took the young Joseph to task and demanded that the advertisement be pulled out at once.

The son demurred and at length persuaded his father to let the contract run and see what happened.

The month's results told the story. There was no further opposition on the father's part, and the development of the Beecham advertising has been consistent and successful.

Officers Chosen by New York Agents

W. R. Hine, vice-president of Frank Seaman, Inc., has been elected chairman of the Association of New York Advertising Agents to succeed W. H. Johns, of the Geo. Batten Company. M. P. Gould, of the M. P. Gould Company, has been elected vice-chairman of the association to succeed Mr. Hine. Collin Armstrong has been elected secretary and treasurer to succeed Joseph A. Richards, of Joseph A. Richards & Staff, Inc.

The new executive committee of the association is made up of W. H. Johns, Joseph A. Richards, O. H. Blackman, of the Blackman-Ross Company, A. W. Erickson, of the A. W. Erickson Company, Inc., W. R. Hine, M. P. Gould and Collin Armstrong.

St. Louis Clothing Manufacturers Consolidate

A controlling interest in the Schwab Clothing Company, St. Louis, manufacturers of advertised, trade-marked men's wear, was purchased October 27 by the Curlee Clothing Company, St. Louis. The plant of the Schwab Company will be operated by the Curlee firm. By the merger the Curlee concern advances from a \$1,000,000 to a \$2,000,000 establishment.

American Axe and Tool Company, New Advertisers

The St. Louis office of the Nelson Chesman Agency is conducting a farm paper campaign in the northern central states for the American Axe and Tool Company, Glassport, Pa., new advertisers.

Department Store Data Analyzed

Volume of Business Done by Leading Stores in Different Sections, with Special Reference to Textiles—Costs of Doing Business—Attitude of Merchants and Jobbers Towards Advertised Brands

IN the new book, "Selling Forces," which the advertising department of the Curtis Publishing Company has issued as a means of informing non-advertising manufacturers in respect to the fundamentals of national advertising, there are some exceedingly interesting figures and charts giving some of the results of the work of the Curtis Commercial Research Division. Most of the book, being addressed to the layman and not to the advertising expert, is of an elementary though interesting nature, but the figures which show the volume of goods which is going through department stores in different sections of the country, the costs of doing a retail business, the attitude of merchants and others towards nationally advertised goods, and other interesting conditions in the channels of distribution, are of great general interest.

These figures are taken out of the four-column report of the research division.

The first of the charts, which, by the way, are exceedingly clear and pleasing to the eye, places the total volume of business done through the leading stores in the

100 largest American cities at \$943,451,000. The 100 largest department stores—one in each city—did a business during the year under examination of \$260,740,000, or 28 per cent. The second largest stores in these cities—one to a city—did a business of \$166,100,000, or 18 per cent. The third largest stores, one in each city, did a business of \$130,561,000, or 14 per cent; the fourth largest, \$97,880,000, or 10 per cent, and the fifth, \$69,735,000, or 7 per cent. These five leading stores in each city did in the aggregate nearly three-quarters of all the business in these cities. The other leading department stores did a business of \$218,435,000, or 23 per cent.

Another map and table show the retail trade by sections in dry goods and women's ready-to-wear garments, showing population, volume of trade and percentage of each section to the total for the United States. These are given in the table on this page, the territorial division being made according to the retail characteristics of the various sections of the country.

A third table gives the jobbing of textiles in the United States. The total is \$910,500,000, of which 66 per cent, or \$599,875,000, is in dry goods; 17 per cent, or \$156,090,000, in notions; 11 per cent, or \$98,150,000, in millinery, and 6 per cent, or \$56,385,000, in woolens and tailors' trimmings.

Some interesting and significant tables are those showing the attitude of merchants and jobbers towards nationally advertised

Section	Population*	Volume of Retail Business, Dry Goods and Women's Ready-to-wear	Percentage of U. S. Total
Metropolitan (incl. Philadelphia, Portland, Me.)	16,097,000	\$439,862,955	21
Northern New England and Northern N. Y.	1,854,528	41,892,180	2
Central New York	3,000,808	73,310,493	3 $\frac{1}{4}$
Western Pennsylvania and West Virginia	5,602,119	146,622,000	7
Virginia—North Carolina	4,885,448	115,902,902	5 $\frac{1}{2}$
Cotton Belt	5,526,335	146,620,000	7
Kentucky and Tennessee	3,724,694	83,783,420	4
Middle West	20,241,859	523,646,375	25
Northern Wisconsin and Michigan	1,106,741	20,945,855	1
Missouri and Arkansas	4,217,784	104,739,275	5
Texas and Oklahoma	3,853,107	94,256,347	4 $\frac{1}{2}$
Prairie States	5,483,697	146,620,955	7
Mountain States	1,998,522	41,891,000	2
Arizona and New Mexico	526,655	10,472,928	3 $\frac{1}{2}$
Washington and Oregon	1,794,095	41,892,000	2
California	3,365,549	62,837,565	3
United States	82,278,441*	\$2,094,585,500	100

*Exclusive of negroes.

Facts

Every issue of THE SATURDAY EVENING POST during 1912 showed an increase in circulation over the corresponding issue in 1911.

Every issue during 1913 has shown an increase over the corresponding issue in 1912.

The edition of the issue of November 1 was 2,030,000. The edition of the corresponding issue last year was 1,938,000.

A gain of 92,000, without any special pressure.

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA

The Remaining 65%

35% of Collier's circulation is being sold with premiums; the remaining 65% is secured by the following methods:

- Magazine Clubbing Offers.
- Subscription Agencies.
- News-stands.
- Boy Sales.

Instead of one channel of distribution as in the past we have opened every avenue. This satisfies those who want premiums, those who want other magazines, and those who prefer to buy Collier's itself, by the year, at news-stands, or from boys. By giving the public this wide choice we are meeting individual requirements more easily and satisfactorily.

Collier's is never sold below its cost of 5 cents per copy, or \$2.50 per year. The Clubbing and Premium Offers range from \$5.50 upwards, and their quality is in itself the best guarantee of the quality of circulation which they will produce.

Collier's is being sold easier today because our subscription propositions offer better value and wider variety.

Next Announcement—"Results: The Best Test."

T. L. Patterson

Vice, President and General Manager.

Branch Offices of P. F. Collier & Son, Inc.

Atlanta	Washington	Boston	Buffalo	Cleveland
Chicago	Cincinnati	Denver	Detroit	Indianapolis
Kansas City	Louisville	Memphis	Milwaukee	New Orleans
Omaha	Philadelphia	Pittsburgh	Providence	St. Louis
St. Paul	San Francisco	Syracuse	New York	Dallas
Portland	Newark	Minneapolis	Toronto	Wheeling
		Baltimore		

brands. Of 394 merchants, 267, or 67 per cent—two-thirds—were favorable; 24 others, or 6 per cent, were neutral, and the balance of 27 per cent, or 103, were unfavorable. The jobbers' showing is naturally less gratifying. Only 54 per cent, or 30 jobbers, were favorable to nationally advertised brands; 14 per cent, or 8 jobbers, were neutral, and 32 per cent, or 18 jobbers, were unfavorable.

The objections of the merchants had this basis: 54 per cent on the ground of insufficient profit; 35 per cent on the ground of conflict with their own private brands; five per cent on the ground of possible transfer of agency after they had pushed and advertised the goods locally, and 6 per cent for other objections.

Of 18 jobbers giving the reasons of their objections, eight jobbers, or 45 per cent, objected to nationally advertised goods on the score of insufficient profits; six jobbers, or 33 per cent, a smaller percentage than of the merchants interviewed, on the ground of conflict with their private brands and four jobbers, or 22 per cent, for other reasons.

SOME COSTS OF INTEREST TO MANUFACTURERS

The costs of doing retail business in different parts of the country ought to interest some manufacturers very much. A chart in the Curtis book, coming out of the research division investigation, sets the average cost of doing business in the East at 22 per cent, in the Central West and South at 23 per cent, and in the Pacific Coast and Mountain States at 28.5 per cent. These costs include corporation salaries and freight, in cities from 10,000 to 200,000 population.

These percentages, which particularly refer to dry goods and women's ready-to-wear, are analyzed in a table. In cities of 600,000, all in the East, the cost of doing business ranges from 24 to 31 per cent and averages 26.5 per cent.

In cities of from 200,000 to 600,000, the range in the East is from 22 to 27 per cent and the

average 24 per cent; in the Middle West and South, 23 to 28 per cent, average 25, and in the Pacific Coast and Mountain States, 28 to 34 per cent, average 31 per cent.

The average cost in cities of 10,000 to 200,000 is, in the East, 22 per cent, in the Middle West, etc., 23 per cent, and in the Pacific Coast, etc., 28.5 per cent.

The average cost in towns of from 2,500 to 10,000 in the East is 20 per cent; Middle West, etc., 21 per cent, and Pacific Coast, etc., 26.5 per cent.

In rural stores in the East it averages 17 per cent; Middle West, etc., 18 per cent; Pacific Coast, etc., 23 per cent.

The cost of doing business, that is to say, is in inverse ratio to the size of the community. Freight to the Pacific Coast amounts to about 3 per cent, and to the Mountain States 4 per cent of the sales.

Several charts deal with the agricultural implement sale. In one of these, to quote the report, "A remarkable slaughter of the innocents is depicted. While the capitalization in the manufacture increased more than threefold in twenty-five years, the number of establishments decreased to one-third."

These charts and tables are apparently presented in the book less for their informative value, though that is considerable, than for their importance as illustrating the method by which the research division gets results and the nature of them.

The book contains some 282 pages, and is profusely illustrated. It was prepared by Richard J. Walsh, under the direction of the advertising department.

St. Louis Ad Man Becomes Manufacturer

Simon Frank has resigned as advertising manager of the Rice-Stix Dry Goods Company, St. Louis. He is now president of the Frank & Meyer Neckwear Company, manufacturing men's neckwear. His company has taken over the business of Fischlowitz & Frank.

George R. Magowan, formerly with the Eugene McGuckin agency, of Philadelphia, has joined the advertising department of the *Pennsylvania Farmer*.

Molasses Campaign Wakes Wide Interest

Plans That Were Followed in This New Advertising Attempt—Why Molasses Has Been Hard to Advertise—Replies Run to 1,200 Daily—Statement from P. Duff & Sons

THE publication, in national mediums, early in October, of the copy reproduced herewith, apprised the public that another manufacturer is challenging the dictum, "It can't be done." Brand-ed molasses is being advertised nationally.

The house of P. Duff & Sons, canners of molasses and manufacturers' agents, of Pittsburgh, undertook this new campaign with the full realization that there were few precedents to act as a guide. Indeed, the only precedent with Duffs were intimately acquainted was their own limited campaign some years ago, which could hardly be called a success because the product wasn't ready to be advertised, and they weren't in a position properly to advertise. This campaign disclosed certain things which had to be done in order to assure a reasonable success in advertising, canned molasses. PRINTERS' INK asked P. Duff & Sons to describe the conditions surrounding the new campaign, and thus gained the following information:

"The advertising of Duff's Molasses began October 1 and is to run in national media through what is generally called the active molasses season, which includes the fall and winter months. Before any

copy was written we planned long and carefully. After our decision to advertise it was practically a year and a half before the copy appeared. The first campaign planned was abandoned and another one built on different lines, the new one with the theme of 'recollection,' which we will later explain.

"As far as we know, we were the pioneers in canning molasses, and, frankly, it is only within a few years that we have sufficiently perfected the canning to eliminate 'swells.' Molasses is probably the hardest thing in the world to can, for its fermenting powers are its valuable properties and the problem is to keep them in restraint. If not properly processed or prepared, the contents ferment and bulge the ends of the can, a nuisance and an expense to the merchants, for such 'swells' have to be returned and money refunded. It is our firm belief that Duff's Mo-



THE ELLIOTT-MAGAZINE COPY

Five Technical Paper Talks

No. 2

What a Technical Paper Does

The idea behind a technical paper is that it shall be a tool in its reader's hands.

It shall not merely entertain or amuse or interest him—it shall be much more than that: useful to him.

If he be a mine superintendent it shall tell him how to operate his entire mining plant more efficiently.

If he be a machine builder, it shall help him to build

better machines at less cost.

If he be a bridge builder it shall tell him how to build a safer, stronger, more beautiful bridge well within the estimate. And so on.

You get the point: A technical paper helps the reader in his work. It is to him what a spade is to the laborer, a book to the student, a knowledge of arithmetic to the accountant.

Hill Engineering Weeklies

There are five of these technical papers—each the leader in its special field. The reading pages of each tell the reader *how* to do a certain thing; the advertising pages *what with*.

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The Standard Paper of Engineering and Contracting. Circulation 20,000.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 26,750.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 32,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 12,250.

Hill Publishing Co., 505 Pearl St., New York

lasses is as high a quality of this article as can achieve what you may call a popular sale.

"In this new campaign we had to choose our mediums carefully—national mediums, whose circulations were largely within the field where we had distribution. While in point of population this district represented practically a national market, still there was a large outlying territory in which we had little or no distribution, and which, therefore, we didn't wish to cover in a high degree by mediums circulating in those districts. We worked out that problem very satisfactorily.

TALKING POINTS SELECTED

"Then we faced, of course, as any new advertiser does, a large number of possible talking points. After canvassing the situation thoroughly and having arranged a campaign, we hit upon what we thought was the best theme of all and decided upon the present 'campaign of recollection.' If you were to ask ten people on the street whether they used molasses, the chances are that the majority would say, 'Why, I used to, but not now. Now that I think of it, when I was a boy we had it in the house all the time, and I would like mighty well today to have some good molasses.' There is the keynote. And beside recollection, there is a strain in the copy which suggests winter and childhood.

"We proceeded somewhat timidly in this campaign, for lots of merchants said that the sale for molasses was gone. But we couldn't see any logical reason for that, and believed that recollection would reinstate it. We realized that if the campaign were to succeed at all that it had to be backed by a fair-sized appropriation, so when the campaign opened October 1, we entered upon it prepared to support it strongly but well aware of the dubious outlook. Could canned molasses 'come back'? Was our theory right about the recollection theme?

"A number of wholesalers and retailers who still believe in molasses have asked why we didn't

help the sale by advertising. So we were careful in our preliminary work through the summer, which announced repeatedly to our trade that the advertising would be done, and asked dealers to be ready when the campaign opened. And we adjusted our retail work months ago, so as best to support the campaign.

REPLIES COME WITH A RUSH

"We did not use coupons, but asked consumers to write for samples of Duff's Molasses, miniature cans, and a recipe booklet with inducements for the best molasses recipe. We didn't wait long for the responses: they came, and with a rush stronger than we anticipated and it still continues. In one day we have received as high as 1,200 requests.

"Inquiries are costly, and especially the new advertiser must utilize them in a variety of ways in order to approach possible results. Every inquiry that came in was scanned for the comments and any particular inquiries. The records in the data department were used to the limit to furnish inquirers the names of grocers of whom they might get Duff's Molasses. We hopefully prepared for a rush of requests for samples and recipe-books, and were able to cope with the volume that came. One mistake was made in that the container for the samples was not strong enough, but we promptly rectified that.

"Of course, as we expected, we received inquiries from the sections outside of our territorial distribution. We handled these inquiries by a special letter which frankly explained that Duff's Molasses was not on sale in that territory now, but we hoped to extend the distribution there in the near future. We deemed it important to tell consumers who read the advertising why they could not get the goods.

MERCHANTS EXPRESS THEIR VIEWS

"Encouraging was the fact that we received letters from the merchants, wholesale and retail, from strangers to whom we were able to sell and others, merchants with

a new view of the possibilities for selling canned molasses.

"In some sections, like New England, we had understood from wholesalers and retailers that only bulk molasses would sell there. But a fine percentage of our inquiries came from New England. We were somewhat surprised at the many and widely distant points from which consumers wrote: From Louisiana, where, as a matter of fact, Duff's Molasses originated; from many places on the Pacific Coast; from Canada; from Cuba, and from Vancouver, British Columbia.

"The basic idea of the campaign is approved by the fact that so many consumers tell of having used molasses freely in childhood and lost track of it. Then many write they haven't been able to get a good quality of molasses in cans. Moreover, the volume of replies emphasizes the fact that there is an army of consumers waiting to get a good canned molasses, indicating the wholesalers' and retailers' opportunity, if the trade will just grasp it.

"We have three other brands of canned molasses and all of these must help pay the advertising cost, the cost of promoting the molasses industry. And we expect that other molasses canners will likely benefit from this advertising.

"Where did we get our 'gingerbread man' which appears in our copy? This trade-figure we registered as our trade-mark some eight years ago. Originally it was merely an apt illustration for some Duff's Molasses advertising that we tried in a small way long ago. The idea was suggested by a New York agency artist. The odd little man attracted so much notice that we got the idea of using him as a trade-mark; consequently we had the design registered, and now use it in every way we can profitably do so. He appears on Duff's Molasses labels and on letterheads. He is featured in our advertising, and we call the little weekly newspaper issued to our salesmen, and also the little monthly publication to our brokers, *The Ginger-Bread Man*."

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

Speaking of Recognition

COLLIER'S

The National Weekly
NEW YORK, Oct. 25, 1913.

Editor of PRINTERS' INK:

Publishers are having their troubles on the matter of agency recognition these days but the attached cartoon,

advertising space for the purpose of advertising Iowa.

The following are the subscriptions made in publicity: State Posters' Association, \$500; *Successful Farming*, \$500; *National Magazine*, \$500; M. Tuttle, \$100; Benjamin Bros., of Nevada, \$100; *Telegraph Herald*, Dubuque, \$100; Waterloo *Times-Tribune*, \$100, and Waterloo *Evening Courier*, \$100.

At the session on Monday, Mabel Clare Williams, Ph.D., assistant professor of psychology, Iowa State University, spoke on "How the Psychologist Measures the Merit of an Advertisement." A. H. Buck, general manager, Ivan B. Nordhem Company, Pittsburgh, was another speaker, his subject being "Coast to Coast and Outdoor Publicity."

On Tuesday, I. C. Norwood, secretary of the Davenport Commercial Club and Greater Davenport Committee, gave an address, "Municipal Advertising." W. H. Fields, business manager, the *Chicago Tribune*, also spoke.

During the convention, the large electric sign bearing the word "Truth," which O. J. Gude gave to the A. A. C. of A., at the Baltimore convention, shone on Brady Street. This sign is cared for by the O. J. Gude Company, and is held subject to the action of the executive committee of the A. A. C. of A. The Davenport clubs obtained permission to use the sign, and it was shipped to Iowa by the Gude Company.

Was It the Ad or the Medium?

C. J. TAGLIABUE MFG. COMPANY,
INSTRUMENTS FOR INDICATING, RECORDING
AND CONTROLLING TEMPERATURE AND
PRESSUREBROOKLYN, N. Y., October 29, 1913.
Editor of PRINTERS' INK:

Several weeks ago an article appearing in your columns reproduced an advertisement of a convertible machine tool manufactured by the Aermore Mfg. Company, of Chicago.

Said advertisement was justly criticized but, nevertheless, writer found the advertisement itself of interest and has just ordered one of the tools mentioned in the ad.

Am simply giving you this information as it may interest you to know that even though this was a "bum" ad the fact that it appeared in *PRINTERS' INK*, nevertheless, gave it enough pulling power to at least make this one sale.H. MILKER,
Associate Manager,

STRAINING THE ENTENTE CORDIALE.

Illustration 1920 by John T. McCutcheon



Copyright, John T. McCutcheon

which one of my men sent in, makes me realize that there are others!

It all comes back to the same thing—it depends upon the view-point.

A. C. G. HAMMESFAHR.

James, Advertising Manager of
"Prince Albert"

F. G. James, formerly of the Philadelphia office of N. W. Ayer & Son, has been appointed advertising manager of the R. J. Reynolds Tobacco Company (Prince Albert Tobacco), Winston-Salem, N. C. Mr. James succeeds Carol Harris.

Associated Iowa Clubs Raise
Advertising Fund

Officers of the Associated Advertising Clubs of Iowa were unanimously re-elected at the close of the two days' convention on October 21. These officers are as follows: President, C. H. Weller, Iowa City; first vice-president, H. E. Kiester, Waterloo; second vice-president, E. D. Hamilton, Marshalltown; secretary, H. M. Harwood, Iowa City; treasurer, O. J. Benjamin, Nevada. The next convention will be held in October, 1914, in Iowa City.

One of the principal things accomplished by the convention was the raising of \$2,765 in cash and \$2,000 in

Owing to the steady increase in circulation, it became necessary, last week, to announce another increase in space rate for Collier's Weekly. The new rate will be \$3.50 per line and will go into effect Oct. 1, 1914.

As already announced, the \$3.00 rate goes into effect February 1st, 1914; but between now and then—during the best buying season of the year—advertisers have at their disposal Ten issues (including three special numbers—Thanksgiving, Christmas, and Automobile) at the old price of \$2.50 per line—\$1600.00 per page—\$800.00 half page—\$400.00 quarter page.

P. F. COLLIER & SON, Inc.



Manager Advertising Department.

First available issue.....	Nov. 29th
Present line rate.....	\$2 50
Feb. 1st to Sept. 26, 1914.....	3.00
After Oct. 1, 1914.....	3.50



"Unlike any other paper"

"Repeaters"

Here are the names of some advertisers who found it worth while to increase the space they used in

The Farm Journal

for the issue of November, 1913, over the same month of 1912:

Sharples Separator Company
 L. B. Silver Company
 Elgin Wheel & Engine Company
 Harris Brothers
 F. W. Mann Company
 Dr. Hess & Clark
 F. H. Bird & Son
 American Sheet & Tin Plate Company
 Detroit Engine Works
 Gordon VanTine Company
 Francis Bannerman
 Ellis Engine Company
 Folding Sawing Machine Company
 Atchison, Topeka & Santa Fe Railway
 Edwards Manufacturing Company
 Woonsocket Rubber Company
 F. K. Babson
 Utica Knitting Company
 Kalamazoo Stove Company

There are others; but this diversified list will tend to support our belief that Our Folks offer a market that advertisers find it profitable to cultivate—next market opening is in our January issue, going to press December 5th.

Wilmer Atkinson Co.
 Washington Square, Philadelphia

Paid Space Crowds Industrial Exhibit

Electrical Exposition and Motor Show Uses Display in Newspapers and Draws Record-Breaking Crowd—How Doctors and Ministers Were Used to Give Show Publicity—Nast Tells of Problems

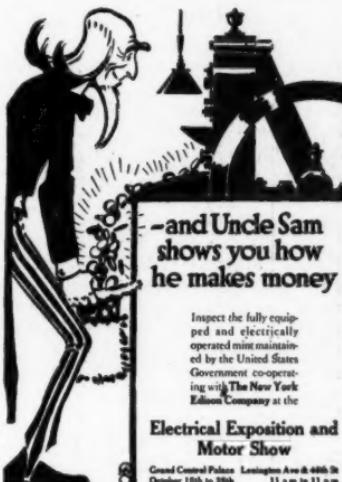
THREE was a time when it wasn't much of a trick to get a couple of hundred thousand people to attend a trade exposition. All one had to do was to take a few reporters out to lunch and spend a few dollars to have some passes printed. But those days have nearly passed away. Nowadays it takes a real advertising man to "put over" one of these trade shows, for the simple reason that the average person figures that if he has seen one show he has seen them all. People have got to be "sold" on the idea that this show is different and better from all that have gone before, and well worth seeing.

Those who attended the Electrical Exhibition and Motor Show at the Grand Central Palace last month could not help but be impressed with the crowds which attended. At times it was almost impossible to get past some of the exhibits. Railings were continually being broken down by surging throngs, and the records showed an attendance of over 200,000 people, fully half visiting the show during the last three days.

The methods used to draw this crowd were not unusual from a commercial advertising standpoint, but they were unusual from a showman's point of view. Perhaps the fact that a practical advertising manager had charge of the arrangements had something to do with the crowds. If a professional showman had been at the helm perhaps there would have been a different story to tell.

Most of the devices known to present-day local advertising were used: newspapers, posters, billboards, trade papers, novelties, and direct advertising all played prominent roles. As a corollary, "write-ups" were dropped as a main re-

lance. For whatever the management had to say in the way of news, it took big-sized space in the newspapers to tell the story. The United States Government, for instance, had an educational exhibit—real news which all papers would have been glad to print, but instead nine-inch, triple-column ads were used, for which money was paid. And the same was true with other features. They were all exploited in the advertising columns at regular rates. The whole series covered twelve announcements. If a paper saw fit to utilize the show as a source of



Inspect the fully equipped and electrically operated mint maintained by the United States Government co-operating with The New York Edison Company at the

Electrical Exposition and Motor Show

Grand Central Palace, Lexington Ave & 46th St

October 10th to 26th 11 a.m. to 11 p.m.

GOOD-HUMORED CARICATURE GAVE THE SERIES A BREEZY LOOK

news, well and good, but *no dependence* was placed on its doing so.

In telling the story of the promotion of the exposition to a representative of PRINTERS' INK, Cy Nast, advertising manager of the New York Edison Company, the man largely responsible for the success, said that the stratagem used in stirring up the doctors, dentists, clergymen and teachers was a big factor in the campaign.

"Here is a class of people," said Mr. Nast, "which comes in daily contact with many people. It made the ideal 'word-of-mouth' advertising medium, each member of it being in a position to do a lot

of good educational work, so we concentrated on it. We circulated these people several times and sent them tickets of admission with our compliments. We also advertised to them in the newspapers. We did everything we could to get them out to the show. And they came.

"Another interesting thing about our methods this year was the use we made of our posters. I consider our posters as good, if not better, than the much-talked-of German posters. They are the work of F. G. Cooper, a New York artist, the man who originated the 'Edison Man.' As these three posters were quite expensive, we decided to get our money's worth out of them. We used them for stamps to distribute among exhibitors for their mail, for newspaper and trade-press advertising, letterheads, envelopes, blotters, envelope-stuffers, package labels, billboards, store posters and in several other ways."

The New York Electrical Show has attracted considerable attention because of the straightforward methods used to promote it, and this seems to indicate that it is cheaper in the long run to use display space, well illustrated, than it is to depend solely on the "write-up."

Head of Tobey Furniture Company Dies

Frank B. Tobey, head of the Tobey Furniture Company, one of Chicago's oldest retail and manufacturing concerns, died in Lincoln, Neb., on October 15. Mr. Tobey, who was 80 years old, went to Chicago in 1857, became clerk in his brother's furniture store and the next year he was made a partner. In 1870 the brothers formed a partnership with F. Porter Thayer.

Later the brothers bought Mr. Thayer's interest and in 1875 the firm became the Tobey Furniture Company.

The Tobey Furniture Company is a national advertiser using magazines and newspapers. The company has a sales and show-room on Fifth Avenue, New York.

Pande Leaves Tacoma

G. A. Pande, advertising manager of McCormack Brothers, Tacoma, Wash., has resigned and expects to make a new connection in the East. His successor has not been announced. Mr. Pande has been prominent in the activities of the Tacoma Ad Club.

Acknowledgment of Substitution No Defense

The B.-V.-D. Company, of New York, which evidently is still having its troubles in regard to substitution, prints the following sidelight on unfair competition in a trade journal advertisement:

"The dealer who distributes merchandise which is, from its very make-up, designed to bring about conditions of fraudulent practice, is not relieved from liability even if he should be careful to call attention to the fact that the imitation merchandise was not B. V. D.

"Thus the United States Circuit Court of Appeals held a party responsible even though it never by any of its officers or agents intimated to its salesmen that they should recommend the defendant's packages as being readily disposed of to consumers who asked for and wished to have complainant's.

"A manufacturer, manufacturer's agent, or jobber who deals in merchandise so manufactured as to have practically no other effect but to make it possible to bring about a condition of confusion and palming off is therefore held responsible for the acts of the dealer even though the manufacturer, manufacturer's agent, or jobber himself tries to prevent confusion."

Cleveland Church Starts Display Advertising

Dr. W. W. Bustard, pastor of the Euclid Avenue Baptist Church, Cleveland, O., has started to advertise in order to get Protestants to go to church. The first ad in the campaign was three inches double column and bore the heading, "As a Man—a Citizen—a Protestant Are You Giving the Church a Square Deal?"

Price Tickets Designed for Catching Attention

Human-interest price tickets have been introduced as a step in advance of the familiar scheme of fastening current event photographs to show windows in order to attract pedestrians.

The new tickets are about three by two inches in size and bear photographs of popular actresses, etc.

Allen Walker with U. S. Chamber of Commerce

Allen Walker recently resigned as New York manager of Simpson, Shor-Walter and Barker Advertising Service, of Pittsburgh, and is now superintendent of organization at New York for the United States Chambers of Commerce.

Stibbs Advertising Manager Carnation Milk

H. G. Stibbs, formerly assistant advertising director of the Lowe Brothers Company, Dayton, O., has been appointed advertising manager of the Pacific Coast Condensed Milk Company (Carnation Milk), Seattle.



WHEN SHINGLES HELD UP THE PRESSES

THE giant six-color presses were groomed and impatient. Plates were clamped into place; bearings oiled; here and there a pressman darted, tightening a quoin or smoothing out the long streamers of paper that fed through the rollers. The very atmosphere was full of suppressed excitement. It was starting time—

And the presses waited—

While down in Baltimore a perspiring salesman in a builders' supply house labored to get the last signature on the dotted line. He told his story, emphasizing every point.

He told how his employer, a well known manufacturer of building material, was putting a new asphalt shingle on the market; how he had no distribution on this new product at the time, but knew that the shingles would sell when they were advertised;

—and how he had decided to work his advertising around his selling points,—around his agencies.

Then the salesman told of the search for the right advertising medium. He told how one magazine after another had been discarded because it didn't have the right punch and the right kind of readers; how many of them circulated in districts where their goods would not sell; and how, finally, they had picked the Associated Sunday Magazines as a medium with a large circulation and a national as well as a tremendous local influence.

He told how the shingles were to be sold through one agent in each of the twelve big buying centers where the advertising was to focus: in—

New York
Philadelphia
Chicago
St. Louis

Pittsburgh
Boston
Washington
Minneapolis

Denver
Detroit
Buffalo
Baltimore

He showed the dealer the skeleton of the campaign and a copy of the first advertisement,—a back cover in colors. The names of the twelve agents were to be featured on that cover. Eleven of them had already

been signed in less than thirty days. The Baltimore blank was still open; but the time was getting short.

The dealer could see at a glance how the advertising would benefit him. He could see how his name and the name of the shingles would be presented forcefully to the readers of the Baltimore Sun, who he knew were the most comfortably-off families in Baltimore and vicinity. He could see how the inquiries were to be worked right around to his store.

He signed.

An hour later his name, telegraphed into the make-up room, had been inserted with the eleven others on the back cover. The last forms were closed and locked in place.

Slowly the giant presses revolved, and from their great mouths issued the first of the 1,400,000-plus copies of the Associated Sunday Magazines, which were to add one more business success to its long list of advertising achievements.

This advertiser knew exactly what sort of advertising campaign he wanted, and stopped at nothing until precisely that sort of campaign was attained, and in this case the profit was almost simultaneous with the investment. The success was immediate. Concentrated advertising created instant demand.

To have 1,400,000-plus families know that there is a new asphalt shingle on the market is worth something, no matter where the people live. But—

This is worth a thousand times more: To have these 1,400,000 families so situated that

everyone who reads the advertisement can say, "A new asphalt shingle on the market—and, by George, here's an agency right in town!"

It is because of this right-here-in-townness that the Associated Sunday Magazines make such a keen appeal to such well known advertisers as

Northwestern Compo Board Co.
Trussed Concrete Steel Co.
General Roofing Co.
Heppes Co.
Edwards Mfg. Co.
Honeywell Heating Specialty Co.
American Radiator Co.
E. T. Burrowes Co.
Brunswick-Balke-Collender Co.
White Enamel Refrigerator Co.

Berry Bros.

McCray Refrigerator Co.
Winton Motor Car Co.
Chalmers Motor Co.
Velie Motor Car Co.
Wilcox & White Co.
A. S. Boyle & Co.
Pratt & Lambert
Lowe Bros Paint Co.
Alabastine Co.
Keystone Varnish Co.

These advertisers find that the high-grade fiction and special articles published in the Associated Sunday Magazines at all seasons carry their advertising directly to the best families and every member of the family.

And because these families are quick buyers, all located in and around the cities, the Associated Sunday Magazines is bringing splendid returns to the advertisers who go with it, every week, to the readers of these twelve powerful newspapers:

Chicago Record-Herald	St. Louis Republic	Philadelphia Press
Pittsburgh Post	New-York Tribune	Boston Post
Detroit Tribune	Minneapolis Journal	Buffalo Courier
Rocky Mountain News	Washington Star	Baltimore Sun

ASSOCIATED SUNDAY MAGAZINES, INCORPORATED

1 Madison Avenue, New York City.

Record-Herald Building, Chicago, Ill.

The Diary of a National Advertising Manager

Some Inside Expressions on a Two Days' Session of "The Big Association of Advertising Managers"—An Old School Salesman Won Over to New Selling—A Side-light on Industrial Education

By Roy B. Simpson

Adv. Mgr., Roberts, Johnson & Rand Shoe Company, St. Louis

FOURTEENTH WEEK—GIVING AND TAKING

WHEN I left for Chicago last Friday night I expected to finish my work and fire a demonstrator by noon Saturday and get back home the same night, but I find a bunch of live advertising managers gathering for a meeting Monday and I am going to lay over and join them.

That was a nasty muss at the Mammoth Department Store yesterday. We have been running a window demonstration. A large corner window is fitted up to represent the kitchen of the Newlyweds. Three times a day Mrs. Newlywed cooks and serves luncheon to Mr. N. The cooking is done on one of our Style M enameled cabinet gas ranges. Mr. Stoerck, manager of the house furnishings department, says it is the biggest trade-pulling stunt he ever used.

Newlywed is impersonated by Cal Bradford, an amateur actor, who was employed in the sporting goods department. The part of Mrs. N. is splendidly done by Dorothy Allen, a pretty little blonde from one of the South Side stock companies. She is a niece of Ned Haynes, one of the aisle managers on the first floor.

Bradford wired his resignation last Thursday. Said that Haynes had insulted him. I found that he had made some slighting remark about Dorothy. He didn't know of her kinship to Haynes, so Ned mussed him up pretty badly. I spent all of Saturday training a new man.

* * *

MONDAY—The Big Association of Advertising Managers met at

the Sherman House for a two days' session. There are 80 of them. They came from New York, Philadelphia, Boston, Cleveland, Detroit and other places. They are all big stars in the advertising firmament. I shook hands with the whole bunch. Many of them are old friends. Others are correspondence acquaintances, but I hope to make them my friends before we part.

I have been a member of this association for nearly a year, but this is my first meeting. I wanted to see what I am getting for my money. The meeting began with the usual reading of minutes. Then followed the appointment of committees on resolutions and nominations. So far, so good. I settled down to what I thought would be a feast of brilliant ideas and suggestions, but I got a big bite of dry toast.

The balance of the day was consumed by chairmen of standing committees, who read lengthy reports on subjects familiar to nine out of every ten members present. Each report was followed by a brief discussion.

I wonder why a bunch of intelligent advertising men will waste a lot of time reading a report that should be printed and sent to members to be studied at home. I'll bet a million that at the end of thirty days not five of the managers present can repeat one-tenth of what was covered in the reports read to us to-day.

To-night about forty of us met around a big table and we "had a regular Chaw-talk-wa while we et." A few of the boys told their troubles. Others seemed like they wanted to tell of the big stunts they are doing, but I could see they were holding back—putting on the soft pedal. A few of the big spenders were silent until the kidding began and then we all had a good time.

The whole thing was well worth the three-seventy each member was taxed.

* * *

TUESDAY—To-day's meeting of the convention was more interesting. The morning session was a sort of catch-as-catch-can dis-

Capitalize Troy's Loyalty

Like an individual person, a city has a distinct personality.

Boston, perhaps—smug, satisfied, supercilious; Chicago, with its rugged vim and vigor; Gotham, as fickle as a coquette's smile, and Philadelphia, the somnolent.

Troy's dominant feature in its composite personality is *steadfast loyalty*.

Friendships are made to last and preferences are handed down through generations.

You, with your selling proposition, can capitalize this loyalty.

If your goods have stable merit you can build your sales on the firmest foundation known to merchandising.

You can ignore flimsy, fly-by-night imitators.

You can eliminate expensive advertising splurges.

Because—standing with you, firmly, solidly and intelligently, is the unwavering, unwavering Loyalty of Troy's buying public as a whole.

The Troy Record

cussion. The main idea was for some of us to throw out the good stuff and the rest were to catch and hold it. Some of us caught it good and hard, while others developed into expert dodgers.

I got real ambitious. Being flushed with my latest success in advertising Crescent Stoves and Ranges, I wanted to talk. I love to talk about my work if I am making good with it. This may seem like egotism, but it is just plain enthusiasm.

By and by I had my chance, and when I arose the chairman recognized me with a smile—"Mr. Hawkins, of Jaynesburg."

I emphasized the necessity for greater co-operation between the retail merchant and the manufacturer, and then explained what we are doing to help the retailer connect with our advertising.

Right in the middle of my speech a long muzzled galoot in the audience said something to the man next to him, and then interrupted me with a bray like a jackass. He probably classed me as a Rube with no more sense than to cough up my good stuff to the wise boys who come to take all they can get and give nothing in return.

I paused long enough to say that I had a selfish interest in taking off the lid. There wasn't another stove man present. Therefore I explained that in my judgment we had developed the best plan yet known to make the dealer and manufacturer pull together. If I could persuade twenty-five live wires in non-competing lines to do what I had done it would make my work easier, because we were all selling the same class of trade.

After the morning session adjourned the man who interrupted came to me and apologized. He proved to be a fine fellow, but he spends twice as much for advertising as I do, and his volume of business is not as large as ours by several hundred thousand dollars.

The afternoon session was the best of all. We solemnly resolved to waste no more time in reading or listening to lengthy

reports. We all vowed that we would work for the same common cause—how to get more out of our advertising.

The nominating committee then reported and the new officers were elected. The new president was introduced. He invited the members to get up and talk—not over five minutes. Some of the speakers should have had an hour, but they said enough in the five stingy little minutes to give every one of the eighty men something to think about.

We passed a resolution to hold the next session for three days and *do some real work*. The programme list of problems to be discussed will be prepared several weeks in advance of the convention, and every member must come with his mind made up to take part and give something for what he receives from his fellows. We are going to thrash out these problems just like we do it in our own directors' meetings.

Advertising associations will never be anything more than talkfests unless every member works. The mere listeners should be eliminated. This association is playing a game of give and take. There are a few takers who are not givers. If every man will give something in return for what he receives this will become one of the most powerful business organizations in the world.

Let me say, however, that this association is new. In the eighteen months of its existence it has effected some much needed reforms, and the record to date is a mighty good one. I am glad I belong to it.

* * *

WEDNESDAY—I arrived at my office this morning and found that everything had worked smoothly during my four days' absence. The company didn't find it necessary to suspend business because I was away.

The first man I met this morning was old Dad Gast, one of our Mississippi salesmen. He is the only one left of the first ten men

1847 ROGERS BROS.

Silver Plate that Wears

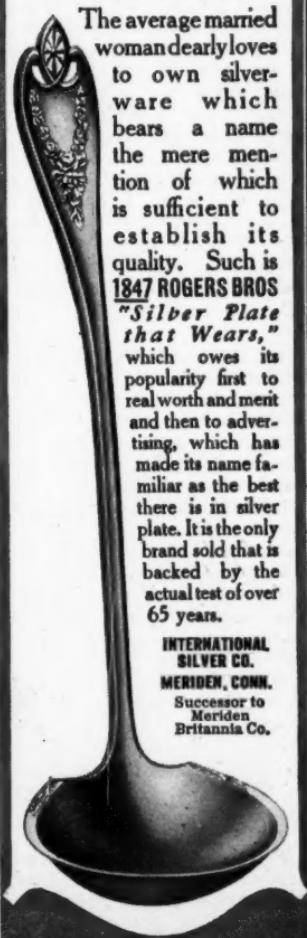


Proved Its Worth Through Service

The average married woman dearly loves to own silver-ware which bears a name the mere mention of which is sufficient to establish its quality. Such is

1847 ROGERS BROS

"Silver Plate that Wears," which owes its popularity first to real worth and merit and then to advertising, which has made its name familiar as the best there is in silver plate. It is the only brand sold that is backed by the actual test of over 65 years.



INTERNATIONAL
SILVER CO.
MERIDEN, CONN.
Successor to
Meriden
Britannia Co.

this company sent out with a line of samples. He came in to get a big bill of goods shipped to a customer who had been slow pay. Dad had his fight with the credit department and won.

Dad came into my office to make a confession. "Son," he said. "I want to thank you for what you have done for me. I had it in for you until I got your drill for the awkward squad last week. Like a lot of these old-timey salesmen I never had no use for advertising. I kind of thought that my personality counted for more than you could do sitting here in the office. I guess I was a little bit jealous of everything that might be used to get business that I couldn't claim as my work. But when I got your letter last week I said to myself that it wouldn't do any harm to try the plan."

"Well, boy, I sold the big order shipped to-day and another almost as large. I got 'em both on the strength of our advertising. I don't know much about advertising, son—but believe me—I am not too old to learn and I'll soon be sixty."

* * *

THURSDAY—I have had a hunch all day that Creel, my private secretary, has hit the toboggan. Last Friday when I was leaving for Chicago, he came to me with the story that his father had been injured in an automobile accident. I told him to take Saturday and report Monday morning. He came back Monday and handled my correspondence nicely. Yesterday he asked for another half day to be at the hospital while his father was having his skull fixed.

I let the boy go but to-night when I came home I 'phoned his mother to extend my sympathy. To my surprise there had been no accident. I'll have that lad on the carpet to-morrow or my name is not Hawkins.

* * *

FRIDAY—When Creel came in I jumped him good and hard for the outrageous lie he uttered as an excuse to get off for a few days. He admitted that I should

fire him, but pleaded for another chance to prove that he is worthy of our confidence. It was his first bad break, and I figured that the Christian thing to do was to give him a show. I don't want to be responsible for sending a young man of such ability away with such a blot on his character.

Creel left the office with tears in his eyes, and I spent the rest of the day with Allen Leish, who represents a New York advertising agent that wants our business.

* * *

SATURDAY—Creel came down this morning, pale as a ghost. He informed me that he had a hemorrhage last night and that Dr. Timmerman declared he must leave at once for the West. I immediately forgot his recent transgressions and offered him my most sincere sympathy and encouragement. He got his pay and left. A case of too much work and too little play. I found he took almost no exercise in the open air. It seems to me that, if anything comes of this new agitation for better industrial education, some provision will surely have to be made for making promising men realize that they have a body as well as a brain. Now that I think of it, I recall how half a dozen men, who were called "comers," slowed up and dropped out because either their outraged nerves or their digestive systems went on a long strike.

(To be continued)

A New Trade Character

The Reynolds Corporation, of Bristol, Tenn., has adopted an advertising character in the form of a fairy to exploit the merits of Spotless Cleanser. This publicity character is known as "Jiffy," characterized as the sprite of order and cleanliness. The newspaper copy is illustrated with drawings showing "Jiffy" cleaning refrigerators, etc. The housekeeper is told that she can buy "Jiffy's" services from all good grocers for five cents, for he will be found in every can of Spotless Cleanser. At the bottom of the space is a talk explaining how "Jiffy" cleans refrigerators, which is a clever way of telling the housekeeper how it should be done properly.

Analysis of Circulation Engineering Record

Paid Circulation

Number	Number
Structural engineers, including those engaged on steel, concrete, railroad, bridge, miscellaneous and industrial work, architects and consulting engineers.....	2,456
Construction engineers, contractors and construction superintendents	4,155
Municipal, sanitary and hydraulic engineers.....	2,461
Government, public works, state and county engineers, and surveyors	1,686
	Total paid circulation..
	17,557

Total Circulation

Subscribers in U. S.....	14,583
Other Sales in U. S.....	1,584
Foreign, Canada, Cuba, Mexico and U. S. Possessions.....	1,390
Advertisers, exchanges, samples, etc.....	1,943
	Total per issue.....
	19,500

Engineering Record states in each issue the number of copies printed.

McGraw Publishing Co., Inc.

239 West 39th Street, New York

Engineering Record

Weekly. Circulation 19,500. Read by civil engineers, contractors, water works executives and municipal officials. Carries more advertising than any other engineering journal. Has doubled in circulation within a few years.

Electric Railway Journal

Weekly. Circulation 8000. Read by practically all important electric railway executives and department heads. Covers the field completely.

Electrical World

Weekly. Circulation 20,000. The most influential journal of the industry it serves. Used by over 500 advertisers weekly to reach central stations, isolated plants, electrical engineers, contractors, jobbers and dealers.

Metallurgical and Chemical Engineering

Circulation 5,800 monthly, among operating officials of ore dressing mills, smelters, refineries, industrial and chemical works, iron and steel mills, and metal treating plants.



STATEMENT

of the Ownership, Management, Circulation, etc., of

THE LOS ANGELES
EXAMINER

Published Daily, Including Sunday, at Los Angeles, California.

Required by the Act of August 24, 1912

NOTE—This statement is to be made in duplicate, both copies to be delivered by the publisher to the postmaster, who will send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the postoffice.

Name of

Postoffice Address

Editor, WILLIAM RANDOLPH HEARST,	New York City.
Managing Editor, F. W. ELDRIDGE,	Los Angeles, Calif.
Business Manager, M. F. IHMSEN,	Los Angeles, Calif.
Publisher, WILLIAM RANDOLPH HEARST,	New York City.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent or more of total amount of stock.)

None other than

WILLIAM RANDOLPH HEARST, New York City

Known bondholders, mortgagees, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages or other securities:

NONE

NOTE—It will be noticed from the following figures that the Los Angeles Examiner's gain between last September's (1912) record of 69,918 copies and the average record for 6 months ending September 30, 1913, of 75,161 copies is 5843 copies.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement. (This information is required from daily newspapers only.)

75,161

M. F. IHMSEN,

(Signature of editor, publisher, business manager or owner.)

Sworn to and subscribed before me this second day of October, 1913.

MAE F. BANGS, Notary Public.

(SEAL)

(My commission expires June 7, 1915.)

The circulation of the Sunday "Examiner" is now more than 140,000 copies, with no return privileges.

This Sunday circulation is greater by many thousands than the combined circulations of all the other Los Angeles Sunday papers.

The week-day circulation of the "Examiner" is 12,000 copies more than that of its nearest contemporary.

The circulation of the Los Angeles "Examiner" is delivered by carrier into all the prospering homes in Southern California daily, by the most complete carrier system in operation in the United States.

You cannot reach the largest part of the purchasing public of Southern California unless you advertise in the LOS ANGELES "EXAMINER."

Western Representative,

W. H. WILSON,

909 Hearst Bldg., Chicago, Ill.

Eastern Representative,

M. D. HUNTON,

220 Fifth Ave., New York City

Will Comparative-Price Copy Disappear?

Advertising Manager of Bamberger's, in Newark, Predicts Passing of Cut Prices in Ads—Little Credit to Get Crowds When Goods Are Given Away, Is the Claim

THE recent article by W. H. Bell, advertising manager of Wm. Filene's Sons Company, Boston, in PRINTERS' INK has occasioned considerable comment. Two of the ads reproduced with the article did not quote comparative prices, and yet results were record-breaking. While Filene's has used its share of comparative-price-quoting copy, the showing of the two pieces in question again raised the hopes of those who look for the eventual disappearance of bargain advertising.

An investigation among large retailers brought to light others who have successfully used non-price-quoting copy, notably Bamberger & Company, of Newark, N. J. Bamberger's have conducted two campaigns of this type, both of which they claim have been very successful.

The first of these campaigns, which covered a period of two weeks, was occasioned by the removal of the store to its present enlarged quarters. The copy used in that instance was very similar to that which Selfridge used in England when he opened his London store, and incidentally the conservative Britons' eyes. Full pages were run in the newspapers and no prices were used. So suc-

cessful was the result of this campaign that it was decided to repeat the performance this year, and accordingly during the August dog days, similar copy was used with even more gratifying results.

Contrasted to this campaign are the results from a page advertisement during the same dog-day period when a very impressive list of four hundred bargains was crowded on one page. The results were very poor, as compared with the "Anniversary of Removal" campaign.

Commenting on this comparison of results W. S. Moler, advertising manager of the Bamberger store, said: "To me the handwriting on the wall is very plain. The time is coming, I am sure, when the department store with a reputation like ours will play



NO REFERENCE TO PRICE IN THIS "NEW STORE" ANNOUNCEMENT



PUBLIC INTEREST WAS KEPT KEYED UP BY SUCH DISPLAYS
AS THIS

up the store and its service rather than the price element. Bargain advertising is unprofitable. Little credit goes with drawing a crowd when the goods are literally given away. The customers gained are of the type which is here to-day and across the street to-morrow."

Service and reputation are the big things in advertising, but unfortunately under present conditions it would be suicide for any one advertiser to drop bargain advertising, because his competitor would jump in and pull his trade away. I believe the time is fast approaching when the retailers are going to see the folly of this destructive price-slashing, just as advertisers in other lines have done, and will get together and build business on a more solid foundation. Of course there will

on the following morning. The Anderson Electric Car Company then made its now famous offer to take charge of electrics and return them to any given point at a specified hour.

The ads run by the company were headed, "No More Police Tea Parties," and drew responses from hundreds of business men and others who found the ordinance extremely inconvenient, not to say costly. The Anderson folks have established attendants at the leading stores and theatres for the purpose of taking charge of the electrics and driving them to the garage.

Sale of Salt Lake "Telegram"

The Salt Lake City *Telegram* has been purchased by George E. Hale and B. F. Miller, Jr. Former Senator Thomas Kearns and David Keith were the former owners. It is announced that Judge C. C. Goodwin will continue his editorship.

Chas. Van Dyke Hill, advertising manager of the St. Louis *Star*, has been appointed chairman of the publicity work of the St. Louis Civic League.

How Oyster Growers Interested Retailers

ONE of the accomplishments of the "Oyster Week" campaign under the auspices of The Oyster Growers and Dealers' Association of North America, which was concluded on October 25, was the awakening of a wide interest among retail growers.

F. W. Lawson, editor of *The Interstate Grocer*, who directed the campaign, says that about 8,000 dealers, covering every state in this country and a good bit of Canada, sent in requests to the headquarters in St. Louis for posters and other material to use in pushing the sale of oysters during the week of October 20.

As an outgrowth of the work by the oyster dealers' association it is felt that these retailers have been impressed with the value of the oyster as a staple instead of a side-line.

The campaign, as far as display advertising is concerned, was confined to twenty-seven grocery trade papers and two oyster trade papers. This was the part of the campaign intended principally to awaken dealer interest, and it seems to have done the task set for it.

In speaking of the campaign Mr. Lawson says:

"As an illustration of what the larger and more influential publications are finding out, i. e., that the dealer must be so interested in his lines that he will push them and thus give more co-operation to national advertisers, this campaign has been eminently successful. Of course, all are familiar with what *Collier's*, the *Curtis* publications, *Good Housekeeping*, and other magazines and periodicals are now doing to interest the retailer in pushing goods. That is exactly what we did in this campaign, the only difference being that 'oysters is oysters,' and there are so many of them that it would be hard to advertise any particular brand."

One style of the posters sent to retailers is of particular interest to advertising men because it is

a good example of "Copy That Gives Other Advertisers Mention" commented upon by D. H. Howard, advertising manager of the Commonwealth Edison Company, Chicago, in an article in PRINTERS' INK of October 16. This oyster poster shows a happy family seated at the dinner table. It can be assumed the meal centers around oysters because the poster is captioned, "Get the Habit! Eat Oysters." But no assumption is necessary when it comes to the brand of catsup the gentleman on the right is pouring from a bottle—because the bottle is plainly labeled "Snider's."

Favors Rating Bureau for Agencies

GARDNER ADVERTISING COMPANY
ST. LOUIS, October 22, 1918.

Editor of PRINTERS' INK:

I read, with a great deal of interest, the article entitled, "A Rating Bureau for Advertising Agencies," which appeared in the last issue of PRINTERS' INK, and was greatly disappointed to find the "Joker" at the end of the article.

This plan strikes me as being exceedingly sane, and one entirely practical, if the publishers could be made to abide by it. It seems to offer the best solution for agency regulation that I have ever seen.

I hope that its presentation will lead to some action along the line of this suggestion.

H. S. GARDNER,
President.

Hartford Club Holds Ad "Clinic"

The Charter Oak Ad Club, of Hartford, Conn., held a meeting and dinner on October 23 at which eighty-five were present.

The evening was in the nature of an "advertising clinic" conducted by Professor E. K. Strong, of Columbia University, who has made experiments in advertising psychology. Other speakers were Winchell Smith and Thomas A. Curry. Mr. Curry was at one time with the Larkin Company, of Buffalo.

During the evening Henry King Han nah spoke from the floor in opposition to fraudulent advertising statutes.

Boston Agency's New Stockholders

The Franklin P. Shumway Company, of Boston, announces that the following are now stockholders in the agency: Charles P. Randall, D. J. MacNichol, E. D. Clinton Jordon, Willis P. Shumway, Arthur H. Merritt, Carl E. Shumway and Carl L. Fife.

Get Your Man!

Two Englishmen living in Australia quarreled and one fled, followed by the other's vows of vengeance.

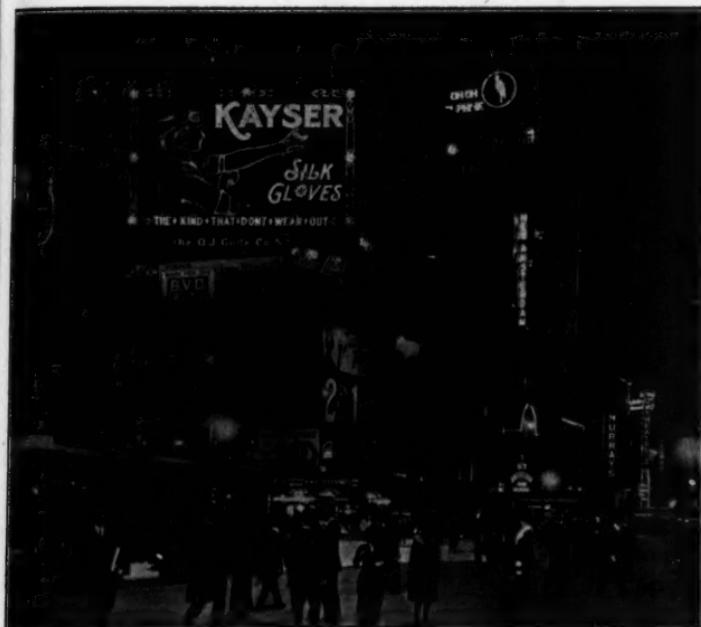
The first man said to himself—"The surest way to get him is to go back to London, and *wait for him* in front of the Nelson Monument in Trafalgar Square. He's sure to pass there some day—everybody does."

He kept his post patiently each day and about six months later spied his man in the passing crowd, and "got him."

At 42nd Street and Broadway, New York, (like Trafalgar Square, London) "everybody who is anybody from everywhere" is sure to pass some time.

"Get *your* man"—by having your advertisement at this point so attractive, and so dominating that no individual can fail to see it.

For instance, like this "Kayser" Glove display.



May we tell you how?

The O. J. Gude Co., N.Y.

220 West 42nd Street, New York



"How long, Pat," asked the gentleman with the thirst for information, "have you been carrying water from the river on this ox-cart of yours?"

"Twenty years, sor."

"And about how much water have you hauled away in that time?"

"All yez don't see in the river beyont."

The trade of the farmer who reads Farm and Fireside is an inexhaustible river. It is an undeveloped resource whose possibilities the manufacturer has not begun to realize. There is only one way to get their trade and that is to go after it through the columns of

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

Gas Co. Advertises to Ask Fair Play

Expecting to Appeal to Courts after Action of Aldermen in Cutting Rate for Gas, the Company Tries to Get Public on Its Side—Details of How Campaign Was Conducted

By Mac Martin

Of Minneapolis

IF YOU found that you were going to be forced into a \$100,000 lawsuit, how much would it be worth to you to have the party you would be compelled to sue, morally convinced that you had justice on your side?

If this party were your customer and you knew that the case would probably be appealed from one court to another until it reached the Supreme Court of the United States and that this would probably take from two to three years, how much would it be worth to you to have your customer's good will throughout those trying years?

These questions recently confronted the Minneapolis Gas Light Company, the oldest public service corporation in Minneapolis.

The editor of PRINTERS' INK has asked me to tell of the purposes and results of a "public sentiment" advertising campaign which was addressed to the people for a week before the company appealed to the courts.

I am reminded of a similar story published in the May 9, 1912, issue of PRINTERS' INK. The results of the other campaign are still being felt. The most tangible result did not develop, however, until after the story was published. Within a few months after the campaign the entire capital stock of that company, running into the millions of dollars—stock which was then quoted at 113—was sold out at 200.

According to a new franchise made in 1910, the City Council of Minneapolis has the power after January 1, 1913, to absolutely fix the rates of the Minneapolis Gas Light Company provided only "that no rates should be so fixed

as to fail to afford a fair return on the capital investment of the company."

Early this spring the City Council hired an expert to appraise the property of this company and to report a rate which would give a fair return on what he found the capital investment to be.

No sooner had this gentleman reached the city than the newspapers began to announce that the present rate of eighty-five cents per 1,000 cubic feet would be cut to seventy cents.

The company was admittedly giving excellent service, had lowered the rates voluntarily five times in the past ten years and was confronted with a rise in the price of oil which increased the cost of manufacturing gas nearly five cents per 1,000 cubic feet.

The company was paying taxes on an assessed valuation which the city had fixed at \$7,079,520.00. Yet, true to predictions, the expert, estimating the property to be worth

The Price of Gas In Other Cities

Today the interests of every household in Minneapolis as well as of the Minneapolis Gas Light Company are at stake. We of this company want you householders to have the best gas service at the lowest possible price. We are the only company in Minneapolis giving gas at less than 85 cents per 1,000 cubic feet. The rates for gas in Minneapolis today are lower than those in most of the large cities of the country. We are asking you to consider the report that if these rates should be lowered at the present time our service to your home would of necessity be impaired.

Here are the facts. Read them carefully.



ONE OF A SERIES IN WHICH ONE POINT WAS DRIVEN HOME BY STRONG HEAD-LINE DISPLAYS

\$4,318,178.93 and a reasonable return to be 6 per cent, reported a rate of seventy cents as fair and reasonable.

The company was given a hearing before a committee of the City

Council and produced other experts who testified that a seventy-cent rate would put the company into bankruptcy.

It was seen, however, that the City Council would not swerve from its evident intention, that within ten days the ordinance probably would be passed and that the company would be compelled for the first time in over twenty years to start a lawsuit against its own city. Before doing this the company wished to lay its side of the case before the people.

Even if the company had wished to "press agent the situation," it would have been impossible because, as the editor of one of the papers, told me, "if there is even

displayed in large type and the campaign was not introduced by a preamble of generalities on what the campaign was for or what it was proposed to do.

While the reasoning of each advertisement followed its predecessor in logical order, each was complete in itself and carried no suggestion of another to follow.

It was not expected that everyone would read every advertisement and an effort was made in the beginning of each new ad to make a short allusion to the subject discussed in its predecessor.

This plan of repetition was adopted for another reason also. It was expected that someone would "answer back" with some kind of a statement in the newspapers, and by this method of repetition the company disarmed such an antagonist by restating and making additional points on the same subject in the same paper in which the "answer" appeared.

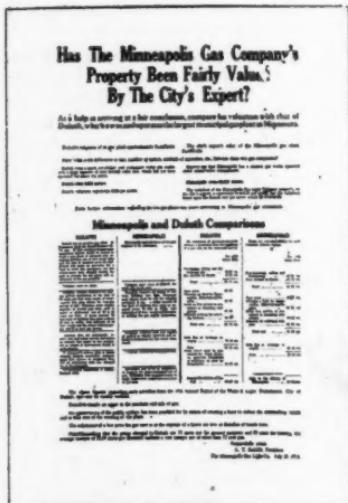
The style of copy was a combination of the appeal of a lawyer and the "story" of a reporter.

We tried to talk to that mysterious someone in Minneapolis whom our reporters call Tillie Olson. We felt that if we could convince Tillie we could count on Ole. And if Ole saw the point we would have no trouble with Mr. Hard-Headed-Business-Man.

We decided in the beginning that, no matter how we were "answered," we would not accuse any citizen of our own town, even by implication, with unfairness or even with prejudice.

While the conclusion of each advertisement *suggested* action, we did not, at any time, use the direct command and in so far as possible we tried to put the matter in such form that the reader would draw his own conclusions and that any action which he might take would be *his own idea*.

We divided our subject into two main divisions. First how the fact of a seventy-cent rate would *affect the reader* if the company were unable to make extensions and unable to continue the present quality of service. Second, the *injustice* of the proposed rate.



NOTE THE APPEAL-TO-REASON QUALITY OF
THE HEADLINE

the slightest suspicion these days that a newspaper is favoring a public service corporation, the cry goes up that it 'has sold out' and half of its usefulness is gone."

Yet the company felt that it must at this time present its side of the case to the people. It elected to do this in a series of full-page advertisements, one each day in each of the daily papers.

Each advertisement was signed by the president of the company. The company's name was not

For Seventeen Years

THE HOUSE BEAUTIFUL has occupied a unique position among magazines devoted to the interests of the home.

It has enjoyed a peculiarly intimate relationship with its subscribers, due largely to the skill with which its former owner and editor, Mr. Herbert S. Stone, conducted its editorial department. This intimate relation between publication and reader has incidentally made **THE HOUSE BEAUTIFUL** unusually productive to advertisers.

In assuming the management of the new company my first care will be to maintain and strengthen, if possible, this relationship.

The circulation department is now allied with the circulation department of **THE ATLANTIC MONTHLY**. It will be conducted along the same lines which have served to build **THE ATLANTIC'S** circulation so steadily and permanently during the past five years.

It is my belief that advertisers will find **THE HOUSE BEAUTIFUL** even more profitable and productive in the future than it has been in the past.

MacGREGOR JENKINS, President
THE HOUSE BEAUTIFUL PUBLISHING CO., Inc.

Nov. 1, 1913.

The Herald's Waiting List

(From the Brooklyn Eagle, Oct. 27, 1913.)

Confronted by the alternatives of leaving out advertising or leaving out news, the HERALD yesterday left out nine and three-quarters columns of advertising. This is an indication of the rising tide of business prosperity. It also indicates that newspapers of the HERALD's class remain at the top of the heap in the estimation of men who would buy or sell and to whom quality of circulation is the paramount consideration in selecting an advertising medium.

It is a misfortune for the advertisers to be left out of a newspaper like the HERALD, even if they are given the privileges of the waiting list which our contemporary perforce establishes. The Eagle, like the HERALD, continually confronts the problems presented by dilatory advertisers, whose contributions crowd the news arrangements at the last moment. To all such we would point out, as the HERALD does to its own constituency, that the proper care of advertising by a newspaper depends largely upon the advertiser's helpful co-operation.

The New York Herald

On account of the lack of time the campaign commenced on Friday afternoon. A full-page advertisement appeared every day from then on, until the next Friday morning, the day on which the ordinance was passed.

People did not seem to pay much attention to the campaign until Sunday, although we "drew an answer" Saturday.

The Sunday advertisement was written in a style to appeal to Sunday reading.

As it is estimated that nearly 85 per cent of the families in Minneapolis are paid on Saturday night, in the Sunday ad we published an expense sheet as nearly as possible like one from Tillie Olson's household expense book and showed what the seventy-cent rate would mean to the gas company in pennies. The result showed a loss of over eleven cents for every 1,000 cubic feet of gas sold and a total loss during the first year of nearly a quarter of a million of dollars.

Monday afternoon one of the company's salesmen told me of an Irish woman who had volunteered the information that she had "told my Mike to go right over and tell Denny Bow (alderman of the Twelfth Ward) that he ain't treatin' the gas folks right, and if he don't behave he can't have no more votes from this house."

Tuesday we began to hear from prominent citizens who wanted to start petitions, sign statements or "do something to stop this thing."

The same day the sales manager told me that a number of his friends had told him that they had not only written letters to their aldermen, but had also written to the newspapers expressing their views.

Wednesday it seemed as though sentiment was coming our way, as the news columns of the papers became filled with interviews from prominent citizens. These showed that while a few favored the ordinance the majority "thought the council was going too far."

Sentiment for the company was increased when it was learned that at its last meeting Wednesday afternoon the special com-

mittee had "stood pat" against the caution of prominent citizens.

In the next advertisement we took occasion to thank publicly the fair-minded citizens who had already had the courage to express their opinions and published excerpts from the interviews which had appeared in the papers the day before.

While the ordinance was passed with only three dissenting votes, the newspapers say that later some aldermen saw the mayor and told him that they would not be offended if he should veto it. To which the mayor most naturally replied that he did not propose to be "the goat" for any such aldermen.

How many letters or calls each alderman received will probably never be known. I find that one received so many that he issued a multigraph letter for his reply.

I have talked with a great many business men since the campaign closed, and so far have not found one who does not feel that "our City Council made a very serious mistake" and that the gas company will and *should* win in the courts.

This class of advertising is no longer an uncommon thing in this country. It is growing in favor, not only with corporations, but with the people, every month.

The two questions which everyone will want to ask are: "How much does it cost?" and "Do people really believe such advertisements?"

The cost is, of course, determined by the size of the space, the number of papers used and the number of days the campaign must run.

I have used, in the past, different sizes of space for such campaigns, but I feel certain that for such work the page is the most economical unit. Nothing less than a page seems to produce the size of impression desired.

From what I have seen of such work it seems ill-advised after the campaign starts to miss a day in such advertising.

The length of time that such a campaign* should consume depends upon conditions. It is just

as dangerous to run too long and tire the people as it is to stop too soon. Of course, the proper plan (and the one which will undoubtedly be employed in the future by this company) is to establish a policy of speaking in this way to the people and to speak to them whenever you have something to say. The annual report of a public service corporation should, in my opinion, always be made to the people in somewhat this form.

As every publicist knows, you can't convince a large body of people within a few days.

Better not conduct such a campaign if it is not to last at least a week.

For the class of people who live in Minnesota, a full page every day for a month would become tiresome. Somewhere between six days and a month appears more logical.

As to the question, "Will people believe the statements in these advertisements?" I can only say that the *PRINTERS' INK* statute is effective in Minnesota and the people know about it.

Several years ago a "public sentiment campaign" was undertaken by the Twin City Rapid Transit Company. Such advertising was new then and some people scoffed. A year ago a similar campaign was undertaken (as outlined in *PRINTERS' INK* at the time) by the Minneapolis General Electric Company. Fewer people scoffed.

Present indications tend to show that the campaign outlined above has, on account of the experience of the people and the *PRINTERS' INK* statute, had less scoffers.

It looks as though the day is not far distant when, if one has the right on his side and tells the truth in a manly way in advertisements, he will have public sentiment on his side also.

"Modern Electrics" Expands

The *Electrician and Mechanic*, of Boston, has been purchased by the Modern Publishing Company, publishers of *Modern Electrics*. The two magazines will be combined under the name *Modern Electrics and Mechanics*.

A. Allison, formerly salesman for the St. Louis Poster Advertising Company, has resigned and moved to San Francisco.

How Advertising Is Being Taught

What Instruction Is Being Given in the Important Institutions—Need of Uniformity of Teaching Method—Things Given as a Foundation—"Printers' Ink" Studied in Classrooms

By J. B. Powell

Instructor in Advertising, Univ. of Missouri, Columbia, Mo.

HOW should advertising be taught anyway?

With the Associated Advertising Clubs of America urging instruction in advertising, and with the national associations of manufacturers and of retail merchants urging better advertising and selling methods, it will be but a short time until some manner of instruction in advertising will be offered in a majority of the colleges and universities of this country.

Six years ago the first course in journalism was offered in an American university. To-day there are thirty educational institutions in this country offering instruction in news writing, editorial writing, magazine making, newspaper management and kindred courses. And the importance of this work can be judged by the fact that more than fifteen hundred students are enrolled in these courses. In many cases degrees are offered in journalism that are on a par with degrees in law, engineering, agriculture, and arts. Five years more and the same will be true in advertising.

In the meantime something should be done to outline or rather to standardize instruction in this new professional department of our colleges and universities.

Already six American universities are offering instruction in some form of advertising or merchandising. At Harvard the work is offered in the school of Business Administration under the able leadership of Paul T. Cherington of the educational committee of the A. A. C. of A.



When you compare a black and white representation of your package with an actual reproduction in color, do you wonder that it is easy for the retailer to practice substitution?

Can you put a black and white picture of your package before the consumer and expect him to picture it in its correct colors?

Millions of sales are lost each year by manufacturers whose packages, labels, trade-marks and names of products are confused in the consumer's mind.

The safe way to establish the impression of your label, trade-mark or package on the consumer, is to show your label, trade-mark, or package exactly as it appears on the dealer's shelf.

Street car advertising indelibly and accurately stamps the package on the minds of the consumer, the retailers and the jobbers.

If you depend upon a black and white reproduction of your package, **YOU, YOURSELF**, are responsible for a large part of your substitution trouble.

In which cities are you just now particularly interested in showing your package exactly as it is?



Street Railways Advertising Co.

CENTRAL OFFICE First National Bank Bldg. Chicago	HOME OFFICE "Flatiron" Building New York	WESTERN OFFICE 242 California Street San Francisco
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PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK N.Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXIV NEW YORK, AUGUST 21, 1913 No. 8

The Kind of "Selling Helps" We Dealers Need

By John Allen Murphy

Owner of Three Stores at Watertown, South Dakota

Moving picture slides are a selling-help that seem to be very popular with the dealer. He likes this form of advertising because it unquestionably pays, in most instances, and because it does not worry him in preparing copy. The vast majority of retailers know that they should advertise, but the preparation of copy that will pan out is what bothers them. Right here lies the manufacturer's biggest opportunity to do some thing worth while for the retailer. In most towns moving picture slides have not been overworked, as yet. It will be a long time before they are.

ADVERTISING SLIDES (FOR MOVING PICTURE THEATRES)

as we turn them out, will prove a booster for any line of business.

Write us and we will tell you a few things about slides that most Sales Managers can profit by.

May we tell you how little a Motion Picture Film would cost, which would drive home better than any salesman, the strong selling points of your product? We have a machine handy enough for a salesman to carry with him and exhibit your film in any prospect's office, bringing your factory to your customer; and remember - seeing is believing!

HAROLD IVES COMPANY, Inc.
METROPOLITAN LIFE BLDG., NEW YORK

At New York University the instruction is given in the School of Commerce under Harry Tipper. At Wisconsin advertising instruction is offered in the department of economics under Mr. Butler. At Minnesota instruction in advertising and selling is offered to merchants in the form of "short courses" similar to the courses for farmers given by the agricultural colleges. The same is true at Northwestern, while at the University of Missouri one professor and an assistant devote their entire time to advertising instruction in the School of Journalism.

NO UNIFORMITY OF INSTRUCTION

The variety of ways in which advertising and merchandising are taught in these seven universities shows the need of some uniformity of instruction—and that soon. The writer of this article recently received an inquiry from a Pacific Coast university asking the advisability of including courses in advertising in the department of English instruction.

This brings up the question: "What should an advertising man know?" the answer to which, is, of course, "Everything." Since a knowledge of geometry will not qualify a man as a civil engineer, nor a knowledge of contracts make a lawyer, certainly a knowledge of the English language alone will not qualify a man to spend profitably an advertising appropriation. Neither is a theoretical knowledge of economics sufficient, nor a knowledge of theoretical psychology enough for a man who intends to enter the advertising profession.

The average university offers sufficient courses in Economics, English, Psychology, Sociology, History, Political Science and Public Law to qualify an advertising man on the theoretical side. The problem is to combine these courses with practical courses in advertising and selling in a professional school.

Through the close association of advertising with journalism,

the instruction in advertising at the University of Missouri is offered under the general department of journalism, although the instruction is not limited to students in journalism. This plan has been in operation for three years and altogether 108 students have received instruction in some phase of the work. Eight have been graduated and are now engaged in practical advertising work. Three are members of newspaper advertising staffs, three are with agencies, one is on the advertising staff of an agricultural publication, and another is advertising manager of a large real estate and promotion company. Eliminating several who entered the classes through curiosity and later dropped out, and several more who found themselves not adapted to the work, there are now more than sixty students studying advertising here, most of whom plan to make it their life work.

ONE SET OF COURSES

The courses offered include the theoretical courses mentioned in the foregoing, and in addition the following professional courses in advertising:

PRINCIPLES OF ADVERTISING. This course seeks to develop the essential principles of successful advertising. Special emphasis to development of selling plans, effective appeals, and principles underlying successful copy and campaigns. Not open to first-year students.

THE WRITING OF ADVERTISING. In this course the student is taught the preparation of advertising copy and campaigns, the relation of type to copy, the preparation of commercial literature, and business correspondence. Open to underclassmen desiring to enter this phase of advertising.

CURRENT PROBLEMS IN ADVERTISING. This course is an analytical study of the effectiveness of present-day advertising campaigns.

THE SOLICITING OF ADVERTISING. A laboratory course in the salesmanship of advertising. Successful methods of publishers'

co-operation to produce results for advertisers are studied. Successful methods of newspaper publishers are considered. Special emphasis to business systems, correspondence, and advertising for publishers. Open only to upperclassmen.

And since a knowledge of journalism is certainly essential to the successful advertising man, the students are encouraged to take the following work in the school of journalism: "History and Principles of Journalism," "News Gathering," "Copy Reading," "Newspaper Making," "Magazine Making," and "Illustration."

All of these courses require practical or "laboratory" work on the local town newspapers and on the *Missourian*, the four, six, and eight-page laboratory newspaper issued under the direction of the faculty. *The Missourian* is entirely self-supporting, and a factor in the town field. The course "Current Problems in Advertising" could more properly be called a course in PRINTERS' INK, for the students are required to familiarize themselves with the material in each issue which is taken up in class discussions, under the various headings of "copy," "distribution," "circulation," "dealer co-operation," etc. In short, the work here is much the same as the "ideal" organization of any large newspaper or magazine, where practical work is combined with constructive education in advertising in its various applications to the salesmanship of merchandise or service.

Regardless of the manner of organizing the courses in advertising in a university or college, the end should be to train in the fullest sense possible for this great profession, and we think we are on the right road at Missouri. In short, we know that we can't make advertising men, but if a man or woman is adapted to advertising or selling, we think we can help him or her to make a greater success. If we do no more than to instil a feeling of professional pride or spirit for

the higher ideals of advertising, certainly our work has been rewarded.

In the East good work is being done at New York University. The new Division of Advertising opened in that institution's School of Commerce, Accounts and Finance recently has attracted the keen interest of advertising clubs all over the country, according to a statement by Harry Tipper, advertising manager of the Texas Company, who is chairman of the Educational Committee on Schools and Colleges in the Associated Ad Clubs of America.

The courses given are: "The Essentials of Advertising," by Harry Tipper; "Advertising Copy," by G. B. Hotchkiss, assistant professor in English and a member of the staff of George Batten Company; "Magazine and Newspaper Advertising," by James Melvin Lee, director of the Department of Journalism; "Advertising Psychology," by Dr. H. L. Hollingworth, director of the Psychological Laboratory of Barnard College; "Advertising Campaigns," by Mr. Tipper, and "Advertising Display," by Frank Alvah Parsons, principal of the New York School of Fine and Applied Arts. These courses may be taken separately, but are usually taken in combination. Over one hundred and fifty students are enrolled in advertising courses, with an average enrollment of forty students in each one.

A unique feature of the work is that toward the end of the year students will be asked to work on actual advertising problems supplied through the courtesy of several large national and local advertisers, and the material produced will be tested in actual use.

Farrar Back with Hoyt

Gilbert P. Farrar is again connected with Charles W. Hoyt, of New Haven, New York and Boston. Mr. Farrar will make his headquarters at New Haven. For the past nine months, owing to poor health, Mr. Farrar has been obliged to give up office work.

Ohio and Michigan Crop Report for 1913

OHIO Wheat production, 27,297,467 bu., is the third largest crop this state has harvested in 25 years, and the quality is better than ever before. The Oats yield is 44,950,805 bu. This is below the ten year average and is always expected when Wheat crop is heavy. Rye yield very heavy, 2,971,078 bu., treble the 1912 crop. Hay will total about 4,500,000 tons, considerably above the 10 year average, and prices average much higher than 1912. Corn was affected by the drouth, but while the country's average for 1913 is 65.3, Ohio percentage is 80, and there will be an average crop—about 150,000,000 bushels—with higher prices prevailing. Ohio raises more bushels of corn per acre than any other state.

A great variety of staple crops makes **MICHIGAN** a serious crop failure unknown in This state ranks first in the production of Potatoes for 1913, with 9.5 per cent of the total acreage of the entire country. This is always a staple cash crop and prevailing prices are high. Michigan is also first in production of Beans and the 1913 crop is excellent. Wheat yield is equal to the country's average. Rye is a good yield—another first-rank crop in this state. The Fruit crop is above the average for 1913 in quantity and quality, and Michigan has fast become one of the best of our horticultural states.

These statistics are taken from the latest Government Reports, and they show clearly that the farmers of both Ohio and Michigan have had a prosperous year. They will spend several million dollars in 1914. You can get your share if you will talk to them through the right medium. The largest number of the best advertisers know it pays best to use

THE OHIO FARMER

CLEVELAND

128,455 Paid Subscribers—96,475 in Ohio

You can use either paper separately or get combination rate. Write direct or to either representative for information.

Members of Standard Farm Paper Association.

George W. Herbert, Inc.,
Western Representatives,
600 Advertising Bldg.,
Chicago.



THE MICHIGAN FARMER

DETROIT

81,000 Paid Subscribers—75,000 in Michigan

Wallace C. Richardson, Inc.,
Eastern Representatives,
41 Park Row
New York

You are invited—

To "come in" to the Annual New Year Number of THE NEBRASKA FARMER.

Circulation, 110,000 guaranteed.

Advertising Rate, 25 cents per line.

The issue will be mailed to reach all our subscribers on January 2—*after the holidays.* (Date of issue is December 31).

With this issue THE NEBRASKA FARMER will practically blanket the state. At least 105,000 of the 110,000 circulation will be among Nebraska farmers. There are only 130,000 farms in the state; and the 25,000 who do not get a copy of this number are farmers that we know we can't secure as subscribers.

Advertising space is limited, and forms close December 10; so *make your reservation NOW.*

Further particulars will gladly be sent.

THE NEBRASKA FARMER

Nebraska's Real Farm Paper

LINCOLN



Chicago: Steger Building

New York: Fifth Ave. Building

St. Louis: Globe-Democrat Building

Minneapolis: Globe Building

D. C. Kreidler, Manager

S. E. Leith, Manager

C. A. Cour, Manager

R. R. Ring, Manager

gested some very good reasons for its use. First of all, it was likely to compel attention by the mere fact of repetition. If you see two shears exactly alike lying upon the editorial desk, your attention is immediately attracted, and you ask: 'Why two?' There is no question that if you should see a man with two cigars in his mouth you would pay him more attention than a thousand ordinary smokers. If twins walk up the street half the people they meet will turn their heads for another look.

"Of course an advantage like this might not be considered sufficient to justify its use throughout a campaign, for it is necessary not only to get the attention of the reader, but to hold his interest and to send him away without the feeling that the device by which you have attracted him was a mere trick.

"However, in this particular case there was a very good reason to give to the reader, which was intimated in the copy in each advertisement, although it was not explained in detail. It was practically as follows:

"The only way we can portray clothes in an advertisement is by a photograph or drawing. We do not know which will convey the clearer impression to you so we are using both. The close resemblance of the drawing to the reality is evidenced by the fact that you have the photograph right there to compare it with. In any case we wish to use every possible means to suggest the attractive appearance of Clothcraft Clothes."

"It is to be noted that the development of these advertisements is entirely by constructive process and not destructive, and that it did not start with the fault of existing methods, but in the effort to find something which could not fail to make a stronger appeal."

It should be added that the double pictorial presentation is drawing inquiry and bringing sales results. There has always been a certain considerable faction of the reading public which has

failed to respond to the appeal of the photograph as advertisers could wish, presumably because of the photograph's lack of idealism and its over-exactness and too-strict conformity to reality. And another faction by no means small which, upon viewing the artists' effort to present the appearance of the product advertised, especially of clothing, has said to itself in a semi-sarcastic vein, "Oh, that's a drawing. What can you tell from that? They can put in anything they feel a mind to."

But the advertising approach of the Joseph & Feiss Company, combining as it does the good points of *each* method, seems to appeal to *both* factions, and the results are naturally in proportion. To make use of the ancient slang, the advertiser in this instance literally says to the reader: "You pay your money (for this publication) and you takes your choice (in this advertisement of the method of presenting men's clothing pictorially which most appeals to you personally)."

Technical Publicity Arranges "Paper" Programme

"Paper" will be the subject of the meeting of the Technical Publicity Association at the Martinique Hotel on the evening of November 18.

The programme which has been arranged is as follows:

"A Personally Conducted Trip Through a Paper Mill" (motion picture and stereopticon lecture), C. W. Dearden, advertising manager, Strathmore Paper Company, Mittenague, Mass.; "How to Test Paper," Raymond Woolf, The Paper Instrument Dept., Ashcroft Manufacturing Company, New York; "Mechanical Knowledge of Paper Required by a Catalogue Editor," Isaac H. Blanchard, president, Isaac H. Blanchard & Co., New York.

Glen Buck Leaves Ford Motor Company

Glen Buck, who has been associated with the Ford Motor Company in an advertising capacity has given up his connection with that concern.

A successor to Mr. Buck has not been appointed by the Ford company and at present the advertising is being handled by the Ford advertising department in Detroit.

“The New York Times Nearest to the Ideal”

THE BOOK OF KNOWLEDGE**The Children's Encyclopedia****The Grolier Society**

Telephone, 2100 Bryant

2 West 45th Street

New York

October 21st, 1913.

THE NEW YORK TIMES:

In giving you our first Ad of the season, I want to say that we are renewing the advertising of THE BOOK OF KNOWLEDGE in the Times, after a careful analysis of the results obtained from the advertising in the past two years. It does not often happen that a successful campaign can be made in one paper, but it is true in this case. As far as I can see, there is no mystery in the matter at all, for the reason that the Times comes nearer to the ideal combination of quality and quantity of circulation than any other paper in the country.

During the late baseball series, Mr. Hugh Fullerton used a very practical method in your paper of rating the teams and the players with a series of figures showing their efficiency in various departments. If this were done with all the newspapers, I would give the Times a percentage of 95 on quality of circulation, 85 on quantity, 95 on susceptibility of its readers to advertising in general, 95 on the confidence of readers in what they see advertised in the Times, and 90 on the proportion of advertising and reading matter. The chance of a reader seeing an advertisement might be governed by this.

I do not believe any other paper in the country, figuring on this basis, would show so high an average. I have just figured out also that in the metropolitan district in New York, there are about 200,000 people who have an income of \$2500 a year and upwards. The Times, I believe, has a circulation of something over 200,000. For our particular proposition, we want to reach the 200,000 people who have an income of \$2500 a year and up, and I honestly believe that the Times reaches more of them than any other paper.

One of our difficulties is to find newspapers in which it pays to advertise.

Yours very truly,

H. B. KENEALLY.



will be Spent by the Readers of

COMFORT

during the Next Twelve Months

COMFORT reaches more than a million (10%) of the farm families whose incomes average a thousand dollars a year. Thus the total annual buying power of our rural readers is easily a *Round Billion Dollars*.

Besides these, COMFORT also enters nearly a quarter million homes in towns and cities of 5,000 or more population, but chiefly in the smaller places.

Do you wonder that COMFORT has enriched a host of mail-order advertisers?

COMFORT is an equally effective publicity medium for winning the rural and small-town store trade.

Farm families buy fifty per cent of all goods sold in cities of 10,000 or less inhabitants.

The store trade of this million and a quarter homes, in which every member of the family reads COMFORT, is a coveted prize which cannot be touched through the magazines and daily papers.



You need the force of COMFORT'S flying wedge to penetrate this sphere of influence, all its own.

W. H. GANNETT, Pub., Inc.,

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1035 Marquette Bldg.
FRANK H. THOMAS, Representative

SUCCESSFUL FARMING

Circulation
600,000



Guaranteed
Or No Pay

Judge For Yourself

Please send for a copy of Successful Farming.

Lay it down beside any three of your favorite farm papers and any three of your favorite magazines.

Compare them carefully article by article—page by page—department by department—advertisement by advertisement—beginning with the front cover and going through to the last page of each one.

We are willing to rest our case on the result of such an investigation.

We guarantee a circulation of more than 600,000 each month, or no pay. Most of it is in the North Central States, whose farmers produce two-thirds of the grain and live stock raised in the United States.

Get the Successful Habit

SUCCESSFUL FARMING

E. T. MEREDITH, Publisher

DES MOINES, IOWA

Hopkins on Loose-Wiles Copy

In a letter from Dallas, Tex., under date of October 29 to PRINTERS' INK, G. W. Hopkins, general sales and advertising manager of the Loose-Wiles Biscuit Company, Boston, writes:

"I return to you a clipping taken from one of your recent publications, in which you criticise our copy on Sunshine Specialties, particularly our offer for samples.

"You state in your criticism as follows: 'The headline, however, is slightly

misleading, for upon reading further we find the following directions: 'Send us your name and address and the name and the address of your grocer with 10 cents (stamps or coin), the cost of postage and packing only. We will send you this Sunshine Revelation Box containing the biscuits shown here, free.'

"Of course this offer is legitimate, as the consumer is not charged for the biscuits, yet in reality the samples are earned and their postage paid for."

"This may, of course, represent your point of view, but you lose sight of the fact that we, in this same advertisement, offer a package of biscuits absolutely free and postpaid. This gives the consumer the opportunity of making a choice.

"It is a small matter to take up your time and ours; at the same time, if you are going to criticise, why not give us the benefit of what is in our favor? As a matter of fact, the biscuits in our Revelation Box could not be bought for 10 cents in a retail store. Therefore, the person applying for samples is given more than his money's worth in actual product."

Rochester Ad Club Election

At the annual election of the Rochester Ad Club held October 30 the following officers were elected: President, Harry C. Goodwin, formerly with E. Kirstein Sons & Co.; vice-president, H. M. Sperry, General Railway Signal Company; treasurer, John W. Thomas, Vacuo-Static Carbon Company; directors, Ralph Barstow, assistant secretary of the Rochester Chamber of Commerce; Arthur N. Day, of the Day & Edie advertising agency, and Clinton G. Fish, commercial art st.

Melville A. Pollock, the retiring president, was presented with a bronze statuette in appreciation of his successful year's guidance of the club's welfare. The election was carried out upon the same plans as a municipal election. The election returns were shown on a large screen accompanied by the usual campaign uproar of horns and clappers. The election was spirited and close, being accompanied by the enthusiasm for which the Rochester Ad Club is famous.

Dinner to W. R. Hotchkin

W. R. Hotchkin, formerly advertising director of Gimbel Bros. and of John Wanamaker, who recently became associated with the Cheltenham Advertising Service, New York, was given a testimonial dinner by his advertising friends last Thursday at the Waldorf-Astoria.

R. F. R. Huntsman, advertising manager of the Brooklyn *Standard-Union*, was toastmaster. James O'Flaherty presented Mr. Hotchkin with a mahogany chime clock on behalf of the diners.

Among those in attendance were the following: William C. Freeman, of the New York *Tribune*; Justin McCarthy, Jr., of Abraham & Straus, Brooklyn; E. D. Gibbs, of the Ketterlinus Litho. Mfg. Company; F. Irving Fletcher, of Saks & Co.

R. F. R. Huntsman, of the Brooklyn *Standard-Union*, was the toastmaster.

Farm Press Club's Campaign

The Farm Press Club at its recent meeting in Chicago elected E. T. Meredith, of Des Moines, president; F. P. Holland, Dallas, first vice-president; H. N. Owens, Minneapolis, second vice-president; J. T. Dunlap, Omaha, secretary and treasurer. The club will conduct a campaign of education among advertisers of agricultural commodities and it is said \$30,000 has been raised for this purpose.

Head of Frederick Loeser & Co. and Mills & Gibb, Dies

H. Elmer Gibb, head of the Brooklyn dry goods firm of Frederick Loeser & Co., and president of the New York importing house of Mills & Gibb, died on October 30, aged 52 years.

Mr. Gibb's father founded the firm of Mills & Gibb.

Newspaper's Fight Against Fake Doctors

THE Chicago advertising fraternity has been deeply interested in a campaign started last week by the *Chicago Tribune* against advertising "doctors." This campaign has been one of the leading news features of that paper for more than a week, and has created wide interest through the city and state. The *Tribune* has not carried any of the so-called "doctor" copy for some time, and has made such a bold attack upon the fakery which it claims is being practised by the doctor "institutes," which advertise that they can "cure any sort of disease," that it would not be surprising to see all of the Chicago papers refuse this kind of copy in the future.

The plan of campaign adopted by the *Tribune* was to send reporters to the various doctor "institutes." The reporters posed as patients seeking medical aid for the various diseases the "institutes" claimed in advertising they could cure. The reports of these reporters have been published in detail showing how the "doctors" put diseases on every caller and try to collect good sized fees for their "services." The report of one investigator, for instance, told how he had been informed that he had Bright's disease after the "doctor" had examined what was presented as a sample of urine, but which was in reality a fluid that had been prepared by the American Medical Association for test purpose.

Through the efforts of the *Tribune* the Government authorities have been interested in the charges against the so-called "institutes," and it is said that charges will be made against some of them for using the mails to defraud. In one of its articles late last week, the *Tribune* asserted that heads of two of the "institutes" had fled to Canada to avoid prosecution. It is also said that the activities of the Department of Justice against the fraudulent use of the mails by the doctor "institutes" will not be confined to Chicago.

In giving the reports of its investigators, the *Tribune* published the picture of the "doctor" interviewed just as it had been carried in the advertising copy used by the "institute."

It is also announced by the paper that it will hereafter refuse to carry copy for dentists who make claims of doing work at cut prices.

Advertising of Pie Counted Successful

The Connecticut Pie Company, of Washington, D. C., is obtaining excellent accumulative results from its newspaper campaign in Washington. Of such good results the company was somewhat in doubt at the inception of the advertising campaign, owing to the fact that the concern had been established for twenty-five years and already numbered among its patrons practically every grocer, luncheonroom, café and fruit-stand in the District. It was therefore necessary for the work to be of an educational character—to wean the housewife away from the home-baked product. This was accomplished to a sufficient extent to justify the campaign.

There was also a question, at first, as to the style and character of copy to be used, whether to adopt the stilted business card or attempt the difficult task of dressing up the same subject each day in a different garb. The latter course was decided upon and by the liberal use of bright, newsy copy and the introduction and constant employment of the pictorial figure "The Man from Connecticut," this company has received excellent results from its newspaper space.

Cards Instead of Folders for Filing

The advertising manager of a furniture plant has two regular filing cabinets beside his desk. Instead of folders he uses a stiff card $8\frac{1}{2} \times 11$ inches. The drawers are divided into the classifications in which he is interested and clippings, paragraphs, pamphlets, reports and other data pasted on these cards. The scheme is a good one as it enables him to assemble all important references at his finger ends.

The same plan is at work in the office of a steel company's executive.—*Things Technical*.

Hatton Again with Pittsburgh "Dispatch"

William J. Hatton, formerly connected with the Shaw Cassidy Company, MacManus-Kelley Company, and the Cleveland office of the J. Walter Thompson Company, is now connected with the Pittsburgh *Dispatch*. Mr. Hatton was with the *Dispatch* some years ago.

"Not How Many, But WHO?"

Is Our Circulation Slogan

BECAUSE the value of an advertising medium depends on **who** reads it—not alone on how many. You also know that no technical paper will be subscribed to by buyers of equipment and by men who influence the buying unless that paper is live, practical, authoritative and dependable.

These 602 New Subscribers

who chose THE COLLIERY ENGINEER during September therefore indicate the high place THE COLLIERY ENGINEER occupies in the mining world *and* its influence as an advertising medium. **Look WHO they are:**

Companies	13
Presidents and Vice-Presidents	22
General Managers	49
Sales Agents	7
Superintendents	105
Assistant Superintendents	14
Mining Engineers	58
Chief Engineers	3
Mine Foremen	89
Assistant Mine Foremen	24
Fire Bosses	82
Miners	56
Mine Inspectors	11
Draftsmen	5
Electricians	3
Unclassified	61
 Total	 602

(October classification not complete at time of this issue going to press.)

The extent of this quality circulation and information that shows how far THE COLLIERY ENGINEER's influence reaches awaits your request.

The Colliey Engineer

From the
Mines & Minerals

THE COAL MINING MONTHLY

Published at Scranton, Pa.

Business Announcements
in The
Los Angeles
Times

are even alone, eloquent and effective salesmen, and no successful advertising campaign can be conducted in Los Angeles and Southern California, without their assistance.

The widespread popularity and high standing of The Times among big and little advertisers, are shown by the regularity with which it exceeds all other local newspapers in the volume of display and classified advertising printed, and in the number of separate advertising patrons.

Record for the first 9 months of 1913

Advertising	13,053,300 lines
Every-day average circulation	64,913 copies

FOREIGN REPRESENTATIVES:

Williams, Lawrence, Cresmer Company, New York and Chicago
R. J. Bidwell Company, San Francisco, California

Likes "Printers' Ink's" Analysis of Pottery Advertising

HERBERT M. MORRIS
Advertising Agency
PHILADELPHIA, Oct. 30, 1918.

Editor of PRINTERS' INK:

As I spent something like a dozen years selling pottery I have read Mr. Asplet's article in your issue of the 23rd regarding the possibilities of American potters' advertising with an unusual amount of interest.

There is one phase of the question, however, that I want to call attention to, and that is the unusually small per capita consumption of earthenware dinnerware.

Of course, we are all familiar with the standard joke about the hired girl breaking up so many dishes as to threaten to break the household, but the fact remains that the average housekeeper doesn't buy any more than two or three sets in her whole lifetime and that \$12 or \$15 would be the average price per set.

Another great disadvantage is the extreme cost of selling dinnerware, coupled with the ever-present item of breakage.

This is why the dinnerware department of the average department store is presided over by the poorest paid buyer in the store. This explains why the traveling men are paid less than any other lines, and to my mind is the very best reason why the average potter can't afford to advertise.

I don't usually take such a pessimistic attitude but the above conclusions are drawn as a result of my long experience in the line.

HERBERT M. MORRIS.

P. S.—The above, of course, doesn't apply to the Onondaga Pottery Company or Homer-Laughlin Company, as both of these people make china, also a large line of vitrified hotel ware.

H. M. M.

Says Advertising Men Lack Idealism

THE ROCHESTER CHAMBER OF COMMERCE
ROCHESTER, October 21, 1918.

Editor of PRINTERS' INK:

Your letter of October 13, and PRINTERS' INK of October 16, were read by me simultaneously. I read Mr. Wallen's comment on my talk, which says "Mr. Barstow is idealistic, but he gets his feet on the ground with the following." And then I read your letter, which states "The kind of article we want would be one concrete in its statement with few generalizations and a great deal of 'brass tacks.' Such a treatment is not merely our request—it is the demand of our readers."

This whole letter has nothing to do with your publishing or not publishing anything of mine. I haven't the slightest feeling on this point. I am writing to protest vigorously against an attitude or frame of mind that seems to possess the entire advertising fraternity. This attitude or frame of mind, as voiced by yourself and Mr. Wallen,

indicates that the quality of ideality and all it represents is at a discount in the advertising market.

I submit to you that no successful work has ever been done in any branch of human endeavor, even though in its details some element of the fortuitous may have entered, except through the process of crystallizing the ideal. And I further submit this proposition, that no man, no organization, can permanently prosper that makes light of, or neglects to cultivate the quality of ideality. In other words, as long as advertising men sniff at the power or necessity of possessing something of the dream spirit, something of a conception of the ideal, they cannot be permanently successful.

Now if you will refer to the subject of my talk, "The Copy for a Booklet. How to Make It Produce," will you kindly tell me, having in mind first that a booklet is not a catalogue, second that a booklet may cover any of the human activities but particularly those of commercial selling—if you will kindly tell me what rules of a "brass tack" nature can be laid down for the guidance of writers of these booklets that would be of more value than to create in the minds of these writers a standard of sincerity, a relativity, of adequate English (all of which are sadly neglected, as you know, I will accept meekly the strictures of Mr. Wallen and of your readers. Otherwise, I ask that both you and Mr. Wallen make reparation by giving more attention, more space, and more credit in your columns to the things my talk emphasized.

I am, as ever,

Yours very truly,

RALPH BARSTOW.

"The Modern Hospital's" Representatives

The Modern Hospital, of St. Louis, has appointed Ernest S. Reid as New England representative. Mr. Reid was formerly sales manager of J. B. Prescott & Co., Webster, Mass.

Robert R. Johnston, formerly of the advertising department of the *Architectural Record*, is now the New York representative of *The Modern Hospital*. F. S. King, who has been with *Domestic Engineering*, is in charge of the Chicago advertising work of *The Modern Hospital*.

Railroad Signs Advertisements "Cordially Yours"

The Union Pacific system resorted to daily papers of Kansas City to advise shippers of the completion of its Maryville cut-off, which shortens by 110 miles its through route to the West. According to the announcement, the road has established a new through daily service for freight. "Respectfully and cordially yours," was the way the Union Pacific signed itself, emphasizing the efforts made to bring "soulless corporations" into closer communion with the public and shippers.

The Right Use of Gothic Type

What to Avoid in the Use of This Square Black-face Type—Examples That Show the Different Uses—Extreme Care and Discriminating Judgment Needed in Gothic Ads

By Gilbert P. Farrar

[**AUTHOR'S NOTE**.—The reader is probably aware that the word "Gothic" as used in printing does not mean the same as the word "Gothic" as used in architecture. Gothic type is built on squares, whereas Gothic in architecture is just the reverse.]

WHERE are the Gothic types
of yesterday?

Where is the advertiser who formerly demanded that his ads be set in that black type—the blackest type the printer had?

Upon investigation you will find that Gothic type is used by some few magazines, very generally used by trade journals (other than those devoted to the printing industry) and rather irregularly used by newspapers.

There are also some few national advertisers of note who are using Gothic type in their ads. And here's where I want to show how the ads of these large national advertisers, who use Gothic type, are different from the old-fashioned Gothic type ads of my apprenticeship days.



FIG. 1—GOTHIC TYPE IS USED, BUT THIS AD DOES NOT LOOK CHEAP

The Iver Johnson ad, Fig. 1, is strong and powerful, but it is not cheap looking as is the case with most Gothic type ads.

The Gothic type in the Burnham & Morrill Fish Flakes ad (Fig. 2) is in harmony with the Gothic lettering in the circle at the top of the ad. And Gothic lettering is most adaptable to circles.

The Gothic style of lettering and the Gothic type are also very forceful in the five-and-one-half inch double column newspaper ad for King Bee Tobacco (Fig. 3).

Fig. 4 is an-

other good example of the use of Gothic type and lettering because the whole design of the ad is built on squares. This is a four-inch single-column newspaper ad.

Now compare Fig. 5 with Figs. 1, 2, 3 and 4.

Would you buy a suit of clothes as a result of such an ad?

But I hear
you say that
the ad is not
intended
to reach you
and men of
the type that
read PRINT-
ERS' INK.

Why shouldn't it be built to interest all classes? Why discriminate and limit the field when selling a commodity so generally needed as clothes?

Even the man who is below parentally will undoubtedly see the resemblance of this ad to the old-fashioned, patent-medicine, quack ads.

But what is the reason that Fig. 5 is so cheap looking? It's because *too much* Gothic has been



FIG. 2—GOTHIC STYLE LETTERING LENDS ITSELF TO CIRCULAR LAYOUTS



FIG. 8—A STRONG DISPLAY FOR A TRADE-
NAME

used. And there are also too many caps and black-faced types throughout this ad.

All of which shows that Gothic is very good if used with judgment and skill, but very poor when used by someone who wants to make every line the strongest line in the ad.

Notice how clean-cut is the Iver Johnson ad (Fig. 1). It's because there is a large quantity of plain, easily-read body type. The ad is clean to look at and strong in character.

This applies likewise to Fig. 2.

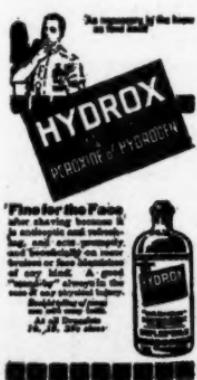


FIG. 4—HARMONY OF TYPE AND LAYOUT

The
best smoke in
New Orleans is
King Bee
fine cut tobacco
made right in this
city — every dealer

made right in this city — every dealer gets it fresh — you get it fresh and that's the time that tobacco is the best. King Bee smokes cool — fine old flavor—along smoke and a tip-top chew. Ask your dealer to give you a package of fresh King Bee—sure you'll like it — sure you'll want more!

Coupons now in many packages

Ask your dealer

W. B. TRACY *Brussels et al.*

George Washington

marked
names such
as this
word "Hy-
drox",
Gothic type
is very
widely
used.

The Caslon Old-style type, as used for the body part of the Iver Johnson ad, is said to have been discarded and revived no less than four different times in the century.

A few years ago Gothic type was used on everything; it was "worked to death." Then along came many faces of type made in "families." The most prominent

A few years ago Gothic type was used on everything; it was "worked to death." Then along came many faces of type made in "families." The most prominent of these families being the Cheltenham. At this time Gothic type began to be discarded because ads could be made just as strong, and more of a work of beauty, with other faces of type.

Is it a fact that Gothic type will be brought to the front again? Does the Iver Johnson ad as well as many other recent prominent ads set in Gothic type start a revived style?

If so, ad

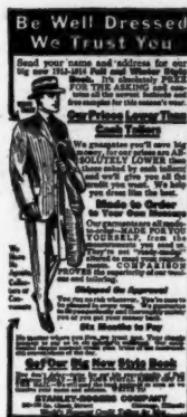


FIG. 5—GOTHIC AT ITS WORST



FIG. 6—RELIC OF A
PASSING ORDER



FIG. 7—GOOD. COMPARE FIG. 6

Advertising display has been advanced and perfected by men who knew how to use and where to use display lines.

Let me reiterate an old and cherished axiom, "All Display Is No Display." And this applies regardless of whether you use Gothic type, Cheltenham type or any other type for the display lines.

Figs. 6 and 7 are both ads from the same advertiser. Which ad would "sell" you?

It does not make any difference how you look at it. Fig. 6 is a relic of a day that is fast passing in advertising.

And while the illustration on Fig. 7 is rather unnatural or heroic (as our friend, W. Livingston Larned, would say) the ad has a certain amount of dignity. It is clean cut, it is convincing, it is interesting.

Suppose we were to reverse the styles of type for the display lines in Figs. 6 and 7, i. e., use Cheltenham Bold for the display lines on the "Law" ad and Gothic for the display lines on the "Traffic Man-

men will do well to stick to all the principles now employed in using any series of type for display lines. Plain type, with a few display lines, will always be good taste and good salesmanship in print regardless of the style of the display lines. If you can produce a strong ad without any display lines you are fac-

ing the East.

ager" ad. You would not injure the display of Fig. 7 nearly as much as you would improve the display of Fig. 6.

But I do not mean to say that Cheltenham Bold for display lines on Fig. 6 would make it a perfect ad. There is too much reading matter packed in this ad ever to make much of a good ad out of it from a typographical standpoint.

Some of my friends will say, "Well, you can say what you please about Gothic type, but most mail-order houses will use no other for their ads, and they will also continue to pack the body matter of their ads." So they will. But did you ever see a mail-order ad in *The Saturday Evening Post* that did not look good? Haven't you seen the same copy that appeared in *The Saturday Evening Post* appear word for word set in Gothic, in some other paper?

LIQUID VENEER
Give more of your life to pleasure—Purchase and Enjoy—Keep Pictures Clean
Institute Supply Co., Brooklyn, N. Y.

ZEROLENE
The Standard Oil for Motor Cars

JAPALAC
Remove
Dust, Oil, Grease, Soap & Debris
Cleveland, The Children's Hospital Co., Toronto

SHERWIN-WILLIAMS
PAINTS & VARNISHES
Manufactured in The American Paint Co.
20 Bond St., New York, N. Y.

FIG. 8—SEVERAL VARIATIONS OF GOTHIC STYLE BEING SUCCESSFULLY USED

The next time you notice a case of this kind just compare the ads. The copy in *The Saturday Evening Post* will be just as strong in display values, just as attractive and much more refined than the copy set in black Gothic type used by some other paper.

If advertising men want something "different" in display they can get it by using Gothic type as it is used in the Iver Johnson ad (Fig. 1), because this type is used here after modern and tried meth-

Select Your Sales-Letter Paper "Psychologically"!

Sales-letter Paper is a vehicle for the promotion of sales in no less a sense than are the advertising pages of a periodical.

To base your selection of sales-letter paper on appearance alone is like choosing the magazines for your list solely because you approve of their "make-up."

You know that consideration of other things is of far greater importance if your list is to be thoroughly judicious.

The status or "class" of the readers represented—for example!

There is a lesson in the fact that publishers apply psychology to the selection of the paper on which their publications are printed.

Whether super-calendered, or 6c stock or 3c stock is used is determined by the nature of the publication and the readers to which it appeals.

The varied quality of the paper used for the printing of Women's publications, Agricultural publications, Mail Order publications, furnishes the evidence.

The moral is this:

It does not always follow that it is best to use an expensive stock for all sales-letters—no more than it does for all periodicals.

Nature of product and the "classes" represented by the various lists to be circularized should determine quality, weight and color.

A psychological analysis of relative paper-values—based on years of experience—has been worked out by a congress of advertising men and other shrewd paper buyers.

This is contained in "How to Buy Business Correspondence Paper," sent free. Kindly write for it on your business letter-heading.

29 mills under one management spell economy in making and selling. As a result, you get utmost in paper quality at the price when you buy

EAGLE A WRITING PAPERS
TRADE MARKED  WATER MARKED

Sold by Good Printers and Lithographers Everywhere

AMERICAN WRITING PAPER COMPANY
31 Main Street, Holyoke, Massachusetts
Twenty Nine Mills

ods of display have been applied to the case.

If advertising men desire a good, strong, clean-cut type for a trade-mark or a trade-name, Gothic type will be found very efficient, especially for white letters on a black background as is used in Figs. 3 and 4.

And when a name is worked into a trade-mark which is of a circular design like the Burnham & Morrill Fish Flakes ad, Gothic type is almost the only alternative.

Perhaps you would like a type that is not so crude and sharp as the pure Gothic type style, but of the same relative strength.

Fig. 8 gives only a few examples of the many variations of the Gothic style now being used by many successful advertisers. Rounding, capping and squaring the edges as well as slanting the letters of the Gothic style in both directions will produce many strong effects for trade-marks. Here perhaps is the greatest field for a more extended and a more intelligent use of the Gothic style of type.

Some advertisers have told me that they didn't care what kind of type they used in their ads if the ad sold goods.

But the difference between a Hart, Schaffner and Marx ad (exclusive of illustration) and the ad shown here as Fig. 5 is the difference caused by the old-fashioned handling of Gothic type and the new way of so doing.

Information He Wants of Publishers

ALPHA PORTLAND CEMENT COMPANY
EASTON, PA., October 28, 1918.

Editor of PRINTERS' INK:

The publisher of *Comfort* has, in your columns, "asked to know" what facts advertisers would like to have about circulation or about the character of readers, before placing business.

As he indicates, each advertiser prefers to have information along his particular line; but, after all, this simmers down to:

Are the readers of your publication probable or possible purchasers of my product?

Do they really take your publication because of their interest in it, and does it command their attention and confidence?

Publishers, it seems to me, are too much inclined to content themselves with statements such as there being an

extra million bushels of corn raised by the farmers this year, therefore you can do a great deal of business with the farmers, etc. I think that most advertising managers smile a little when they cross such statements as these and the other kind that tell about "three million dollars in wages paid out in Blanktown—don't you want some of this money?" and so on.

It is well enough to give assurance about the prosperity of the people, but it does not, after all, give much light on whether or not the time is ripe to begin our typewriter campaign among the farm homes. Just for fun, some time let the editor get the proportion of typewritten letters that come in from rural subscribers for a month or so. That would give more light—would show the tendency perhaps.

As advertisers of cement, we are interested in knowing, so far as farm papers are concerned, whether the circulation goes to readers who have shown their interest in concrete construction of one kind or another. Has the publication observed this interest to such an extent that articles on concrete construction have been deemed necessary for the benefit of readers?

With respect to newspapers: What is your circulation out among the villages and farms?

With respect to trade and technical magazines: Are you really making a paper that is looked for and looked into by the engineers, contractors, architects, builders, or dealers you profess to reach; or are you merely "putting over" something that is given away with a desk clock as a premium and that receives little attention from so-called "readers"? I know a little something about how much work and money is required to get real reading circulation for a first-class publication, and it has seemed to me that fully half of the publications need first of all good editors and circulation managers to give them something to sell. I like to see an analysis of one month's new subscriptions.

Checking up some recent tests I find that one constructive publication that is spending money to put the real stuff into its pages and that goes out and gets real circulation without premiums or free offers pulls just about fifty per cent better per dollar than others supposed to be in its class. This goes to show that the publication that spends money to "get the readable look" offers a great deal more to advertisers.

Unfortunately, most advertisers can't test accurately; if they could, we would have only about half as many periodicals—but better ones.

S. ROLAND HALL,
Advertising Manager.

Chalmers' Advertising Epigram

Hugh Chalmers, of Detroit, addressed the St. Louis Sales Managers' Bureau, October 28. He said the sales manager's greatest asset is advertising. "There are only two reasons why a man does not advertise: One because he has so much business that it is not needed, and the other because he has so little he cannot afford it."

Lord & Taylor "Rapid Change" Windows

An interesting window trimming innovation will be introduced soon by Lord & Taylor, of New York. Their idea will be to take only five minutes for the changing of a window display. By means of automatic lifts, working much like sidewalk lifts, the floor of the show window, with its merchandise, will sink into the basement mezzanine when desired, and the one "set up" or already trimmed will be wheeled off the lift, and the other, by means of the movable wheeled floor of the window, will be moved on. The substitute floor, of course, will be trimmed in advance.

—*Dry Goods Reporter.*

Government Against Illegible Labels

The Bureau of Animal Industry, in the last number of its service announcements, notifies packers of meat and meat food products that all names of ingredients or added substances required on labels should appear in the same language as the name of the meat food product. If the name of the product appears in both English and a foreign language, the names of the ingredients, when required, should likewise appear in both languages. However, if the name of the meat food product appears only in the foreign language, it will not be necessary that

the same be accompanied by an English translation. In the same number the bureau gives notice that brands of meat must make a clear and legible impression on the meat. In some instances packers have been using letters that are too shallow, dull, or too close together. In other cases, the brands are too large to be accommodated by the surface of the product to which the brands can be applied. The bureau gives notice that it will not permit the legibility of the inspection legend and establishment number to be sacrificed for the sake of the advertising matter which the establishment may desire to use on its products.—*Grocery World and General Merchant.*

Jirsa with Poster Company

L. A. Jirsa, for the past fifteen years connected with the lithographic and advertising display field, has joined the selling staff of the Associated Bill-posters' and Distributors' Protective Company, of New York, which is an official solicitor for the Poster Advertising Association.

New Publisher for Store Magazine

Selling Sense, a pocket-size store magazine, devoted to the subject of better retail salesmanship and published originally by S. Roland Hall, is now published by the Selling Sense Company, of Philadelphia.

COLLIN ARMSTRONG INCORPORATED

Advertising & Sales Service

115 Broadway, New York

Our service includes every phase of sales promotion from the formulation and direction of policy and method to the preparation and insertion of advertisements.

My Reminiscences of Work in the Agency Field

By Frank J. G. Hamlin

II

WHEN the Spanish Armada sailed northward for the purpose of overrunning Great Britain, we are told by accredited historians that many weeks' time and thousands of pounds of gold were spent in festivities and rejoicing. And the most elaborate preparations were made for taking care of the British prisoners who would be brought back.

Although I have no first-hand knowledge of this famous expedition there is something in the "atmosphere" created around it by history that always brings it to my mind in connection with our trip from the Western office of Tomes & Benson to the big new office we were preparing to open up in the East.

H. R. Edington was the president and owner of thriving little agency that had been in business for several years and had three or four good big accounts. The distinguishing feature of his business was that it returned good profits for a very modest outlay of brain-work. In order to start in the new city with some sort of a nucleus for the great business we intended to build, Tomes & Benson made a deal by which we took over this business and made Mr. Edington manager of our new office.

THEY LEAVE THE EAST

Those of us who knew Trinker's shrewdness had never a doubt but that this deal, whatever it was, would prove to be all in favor of Tomes & Benson, and quite little to the advantage of Edington. And we based our work in the new office on the presumption that Edington's tenure of the general management would not last more than a year. This was where I got one of my first and most strenuous lessons on the futility

of trying to judge from appearances.

For at the end of a year Tomes & Benson withdrew from the East altogether; Edington kept the offices under his own name, and retained not only all the accounts he had originally, but also those which had been started by Tomes & Benson during the year they were working together. Incidentally he purchased a big new touring car.

A prominent "Special"—a man who has been in the business twenty-five or thirty years and who knows all the principals quite well—has confided to me his sincere conviction that this deal was "framed" against Trinker from the beginning. A trap was set for him and he fell into it. He used to see Trinker and Edington at lunch together every week or so during the few months previous to the opening of the new office. And with them always was a third party: the man who, he thinks, engineered the whole scheme—and who certainly seems to have benefited somewhat in the final outcome.

If this is true I want to take off my hat to Edington and that third party. They had a colossal nerve in even attempting to tie something to Trinker—and to get away with it entitles them to medals—for I don't believe any one else ever did.

During the few months I remained with the company the new office was not very much on the happy family style. There were three factions—the Edington bunch, the small Tomes & Benson soliciting staff, which had been in this city before we opened the office—and the men sent down from the headquarters of Tomes & Benson.

These included Mr. Wills and

What Percentage Satisfies You?

Most advertisers are content with 50% efficiency in magazine circulation,—i. e., half the subscribers shown to be possible purchasers. We know of one instance where a manufacturer used a general magazine to reach one man.

In contrast to this consider the efficiency of

American Motherhood Circulation **92,000**

(Present Rate Based on 80,000)

Subscription circulation only—reaching mothers of growing children.

Not 50%, nor 90%,—but actually 100% value for advertisers whose appeal is to mothers for their needs, and the needs of their children.

The new rate of \$100 per page, with a guaranteed circulation of 100,000, goes into effect *September 1st, 1914*. Until then the rate is \$80 per page.

AMERICAN MOTHERHOOD

WALTER C. KIMBALL, Inc.

Advertising Managers

Nelson J. Peabody, Western Mgr.
110 S. Dearborn St.
Chicago

Paul W. Minnick, Eastern Mgr.
432 Fourth Avenue
New York

Dixie Dollars

During the year 1912, bank deposits in the Southern States were \$1,228,248,523 MORE than in 1900. An increase of more than a billion dollars.

Doesn't this significant statement prove something? Growth? Progress? Prosperity? Ready Money?

The clear, straight truth is, that this increase was built on these fundamentals:

One—Resources from which to draw revenue.

Two—Ability and energy to turn these resources into revenue.

For the South has not gone outside for wealth. Resources are within our borders—varied and unlimited. Men are here—bred and born in the Southern states—who are turning these resources into dollars and cents.

And the South has 8,000,000 women, with only one publication in existence that makes a direct appeal to them—the Southern Woman's Magazine. They are our one reason for being a magazine at all. We issue this publication, entirely and exclusively for them, and it is only through these columns that you can immediately enter the circle of more than 5,000,000 Southern homes.

Do you know these Southern women? If not, why? Her needs and the clink of her coin is her call to you. Tell her your story through the pages of her own magazine. The

Southern Woman's Magazine

Nashville, Tennessee

Advertising Representative

F. M. KRUGLER,
37-39 E. 28th St.,
NEW YORK CITY.

Both are at Your Service—
See or Write Them

me in the copy department; Corson, who took charge of the printing plant; and Harbison, the big, impressive solicitor whom Trinker sent down with the futile hope of weaning away the Johnson account, which Harbison controlled so perfectly that it wasn't worth much to the firm.

Shortly afterward Trinker sent down a man from the home "order" department, and another from the "promotion" department. The promotion department was supposed to be a sort of department of "advertising managers." Each member had a certain number of accounts to look after as to the execution of detail, and it was an office rule, enforced when possible, that once an account was closed the solicitor should drop connection with it and turn it over to the promotion staff, which thus became a sort of humane surgeon's knife for the purpose of severing the solicitor from the permanent control of his business.

GETTING NEW COPY MEN

Mr. Wills got orders for an immediate increase of the copy staff, but maintained that it wasn't possible to go out in the highways and byways and pick up a good copy staff on momentary notice. Edington proved that it was possible, however. He started six new copy men one Monday morning, and four of them had never written advertising before. Two of these new men made good—one of them was chief of copy staff for Edington after he resumed his own business. Another is now doing well in the Far West.

A third one of these writers, however, made the mistake of writing a name at the bottom of a check that didn't belong there, and the last we heard of him he was languishing in jail. He seemed the nicest one of the lot, too.

When Christmas came along I decided to go home for two weeks, and as I agreed to pay my own way and forego my salary for this period the firm kindly consented to the furlough. On the last day of this vacation I went down to the home office to see the boys in

the copy department. On the way in Trinker spied me.

"Great Scott, Hamlin," he shouted at me, "I'm ashamed of you—the fight we got down there in the new office—and here you are loafing around here. What d'ye mean by it?" I explained that I was out at my own expense, and on my own time, which somewhat mollified him.

Not thirty minutes later I saw him on the upper floor showing a prospective customer the sanctuary of the copy writers. Also, he saw me, and motioned me to come over.

"Mr. Jones, I want you to meet Mr. Hamlin—a copy writer from our Eastern office who makes a specialty of financial copy. We are having a consultation to-day for one of our biggest financial accounts, so we just sent Mr. Hamlin a call over our private wire yesterday to get him here in time. That's the Tomes & Benson idea of service, Mr. Jones."

I managed to get my mouth shut before Mr. Jones took a good look at me, and after a few minutes' conversation I began to feel as wise and important as the occasion seemed to necessitate.

LIKE CHARGING AN IMPREGNABLE CASTLE

As spring came on we went at the Eastern field like heroes leading a forlorn hope against an impregnable castle, but although we certainly worked hard, and put on a number of new solicitors we landed only one worth-while account. For this one firm we turned out a thirty-two-page book and about fifty thousand dollars' worth of magazine advertising.

I wrote the book, and most of the copy, and I got up the whole thing inside of about a week, although the subject was a new one to me. There was considerable dissatisfaction with this copy. Tomes & Benson managed to hold the business for two years, but recently when I solicited this account for the firm I represent at present the advertising manager told me there would be absolutely no chance of getting it if the owners found out I had been connect-

Home Life's "Chantey"

The Tale of the Small Town. First, the Lusty Pioneer, his axe making a homestead clearing; Second, the Trail; Third, the Highway; Fourth, the Stage Coach — the Overland Mail; Fifth, the Railway; Sixth, the Telegraph; Seventh, the Telephone; Eighth, the ubiquitous Trolley Line.

Back and forth the tireless shuttles glide. Flinty highways, bands of steel, strings of wire. Closer and closer are bonded hamlet, village and town; and the unified mass, cradled in mighty arterial chains swinging far into the night, is anchored in the many-mile-distant million-peopled supply centers.

Read that again, and then visualize it. It will take you some distance beyond Rahway.

Then—let us tell you how you can get in touch with a lot of the hamlets, villages and towns aforesaid by the use of HOME LIFE'S Nine Hundred Thousand subscribers.

Home Life Publishing Co.

ARTHUR A. HINKLEY, *President*,
Chicago

Barton E. Buckman, Advertising Manager, 141-149 West Ohio Street, Chicago.

C. W. Wilson, Eastern Manager, 200 Fifth Avenue, New York.

ed with Tomes & Benson. This was one case among many that have proved to me the impossibility of turning out a good advertising campaign in a hurry.

Finally there was a big "blow-up" in connection with this account. Not only was the copy unsatisfactory—but worse, far worse—we missed insertion on a six-thousand-dollar full-page order. This meant the loss of time in getting the sales campaign started, and incidentally the postponement and possibly the loss of about nine hundred dollars in commissions.

Trinker ran down from the home office, got the advertiser up to our "library," and proceeded to expiate our crime by declaring a Roman holiday for the benefit of the visitor. He knows how to give one of the best imitations of a really angry man that I have ever seen pulled off—and he blew up pretty nearly everybody in the place that day. The idea was for all the victims to shake in the knees and shed bitter tears, thus flattering the advertiser into the belief that his account was the most important bit of business in the office.

I spoiled the effect of the game by remaining perfectly calm, and as a result got ordered off the stage, back to my own room, and subsequently back to the home office.

This didn't suit me at all—I liked the East and wanted to stay, so after one month more at the home office I resigned and accepted a position with a Boston agent who happened to be in the West. He paid me a higher salary and held out big hopes of advancement, but I was told he was a hard man to get along with, so on the way to Boston I stopped over in New York and accepted another position there. I told the New York agent I would start in one month, and asked if he wanted to give me a contract.

He didn't, so I decided that it would be perfectly fair to throw him down if I found I liked the Boston work better. This idea of accepting two offers at once proved to be a very good precau-

tion—the Boston agent and I couldn't hit it off together at all. We liked each other personally, but he was too much of a crank on copy. He really is one of the best copy writers in the country, but the trouble is that he wants the copy writer under him not merely to write good copy but to write just exactly *his kind* of good copy.

Just as a test one day I tried to write an advertisement in exact imitation of his own rather unusual style. I have something of a knack of imitation in writing, and in this case at any rate I must have succeeded, for this was the only advertisement I wrote that Mr. Leydon would admit was any good.

I JOIN UP WITH BOND

At the end of four weeks we parted on the best of terms and I went to New York to take up the position I had accepted a month before. Jas. O. Bond was just about as different from Mr. Leydon as it was possible for another man in the same line of business to be. He had the business end of advertising so strongly impressed on him that he didn't think copy amounted to anything at all. As a matter of fact, I do not believe he ever wrote a line of advertising or originated a real advertising idea in his life—yet he is head of a small advertising agency, and does thorough and conscientious work. Had I a manufacturing business of my own, with an advertising appropriation of fifty to a hundred thousand dollars, I would rather put it in the hands of Jas. O. Bond than those of Tomes & Benson.

It was Bond that got me started as a solicitor. He hired me as a copy man, because he had just closed a new account through some business deal with a member of his wife's family, and he just had to have somebody to write the copy. He couldn't do it himself, for actually he was the only man in the office when I went with him; the rest of the force consisting of an office-boy and about fifteen stenographers and typists. Bond makes a specialty of taking

Your Possible Customers

There is a way to make them turn their faces toward you.

IF you will get in touch with those thousands of possible customers and tell them your story in a personal way, many a new account will go into your ledger. *Go after them through the mails with the Multigraph.*

Whether you do any other kind of advertising or not, direct-mail work is essential to successful selling.

It is personal in character. It follows a list of known individuals. It keeps on quietly and persistently, month after month, year after year.

It calls on prospects, gingers up salesman, enthuses dealers.

With Multigraph equipment you can use the most convenient, economical and efficient methods of direct-mail work.

Convenience—The Multigraph occupies but a few square feet of floor space. It is easily operated by your own employee. It turns out typewriting and printing at high speed. It gives you results when you want them, at short notice, in any quantity, without delays, complications or confusion.

Economy—The Multigraph reduces the cost of ordinary typewriting and printing from 25% to 75%. This saving not only often pays for the machine in a short time—but, what is more, increases one of the greatest advantages of direct-mail advertising—its low cost compared to other selling methods.

Efficiency—Multigraph typewriting is so perfect that the business world now says "Multigraph letter" where it used to say "Form letter."

Multigraph printing is in real printer's ink, permits the use of two or more colors, and (by using electro-types) the reproduction of any face of type, line cuts, borders, etc.

Let us help you investigate your need of Multigraph selling help. The investigation will cost you nothing, and we promise that you can't buy a Multigraph unless you need it.

THE AMERICAN MULTIGRAPH SALES CO.

EXECUTIVE OFFICES **Cleveland**
1820 East Forty-fifth Street

Branches in Sixty Cities. Look in your Telephone Directory.

European Representatives: The International Multigraph Co., 59 Holborn Viaduct, London, Eng.; Berlin, W-8 Krausenstr., 70 Ecke Friedrichstr., Paris, 24 Boulevard des Capucines.

What Uses Are You Most Interested In?

Check them on this slip and enclose it with your request for information, *written on your business stationery*. We'll show you what others are doing.

AMERICAN MULTIGRAPH SALES CO.

1820 E. Forty-fifth St., Cleveland

Printing:

- Booklets
- Folders
- Envelope-Stuffers
- House-Organ
- Dealers' Imprints
- Label Imprints
- System-Forms
- Letter-Heads
- Bill-Heads and Statements
- Receipts, Checks, etc.
- Envelopes

Typewriting:

- Circular Letters
- Booklets
- Envelope-Stuffers
- Price-lists
- Reports
- Notices
- Bulletins to Employees
- Inside System-Forms

SOLD AND SHIPPED TO MAJOR AND
MINOR RETAILERS OF NEW YORK
AND OTHER DOMESTIC AND
OVERSEAS MARKETS. THE
PURCHASE OF THE NEW YORK
ADVERTISING CO. HAS BEEN
ARRANGED FOR THE SETTLEMENT WITH THE
GENERAL ADVERTISING CO. OF NEW YORK.
There was a "margin" at the U.S.
various because Halle's and the
German out of the market.

O'NEILL-ADAMS CO.
Sixth Ave., 20th to 22d Street, New York

That The People May Know

As a testimonial of their confidence and interest in the business, birthday of this 45-year-old institution, the men and women of Greater New York and its environs yesterday purchased at O'Neill's, merchandise to the amount of

\$332,336.40

There is little, if any, doubt that this fair exceeds all previous records for a single day's volume of business in any American Department Store.

Yesterday was the first day of the 46th Anniversary Sale which continues

The sincere thanks of the management is offered by this, the swiftest means possible, to the thousands of customers who made the first day of this sale such a superb success, to the hundreds of manufacturers who are so heartily helping with such sterling values, and to our great family of employees, whose loyalty and enthusiastic co-operation will not be overlooked.

O'NEILL-ADAMS CO.
Sixth Ave., 20th to 22d Street, New York

**One Day's Sales—
\$332,336.40**

ASINGLE New York store sells more goods in one day than many big stores elsewhere sell in a year.

This sale will seem marvelous to advertisers who do not understand the power of daily newspaper advertising to create reputation and sell goods.

The New York World

has carried the O'Neill-Adams copy for years. All copy. Every insertion. The universal custom of New York advertisers.

"WE MUST USE THE WORLD"

entire charge of an advertising account, handling all the follow-up and detail of the advertising department. He started business with one big account which he got by a personal pull, and which he has been handling ever since on a commission and salary arrangement. One of the magazines that got the lion's share of this account originated the selling plans and worked out a follow-up system on which the business has been running ever since.

The new account was a razor—not a safety, but a straight-blade proposition—and I was given the Herculean task of building up a new demand for this razor on an appropriation of about twenty thousand dollars and in opposition to the hundreds of thousands being spent by the various safety razor firms.

WE WORK AN OLD DODGE

It took me about a month to work out the campaign, which I did in all good faith, and after it was done we printed a big blanket circular, which took one of the largest presses in the city to run it, and which reproduced the entire campaign. This went out to dealers to show them the "Mammoth Campaign of Advertising" which was being run for the one and only purpose (so the circular said) of bringing the customer into their stores. After this was out and one month's advertising had appeared on my original plan, the rest of it was cancelled, and the campaign tapered off with a few smaller insertions, neither so many in number nor so large in space as had been promised the dealers.

Bond excused this trick on the ground that it paid the advertiser, and that his one and only excuse for being in business was to make money for his clients, no matter how it was done. Once he handed me an advertisement run by a non-competitive firm, and told me to work up the same idea for our razor proposition. When I refused to do this he took the singular stand that it was right, yes, even our duty, to swipe good ideas for a client, even though we

shouldn't do anything of the kind for ourselves.

I believe Bond has now learned that this sort of business does not pay either the agency or the advertiser—if this has not come home to him it is not for want of an object-lesson, for our razor campaign was certainly not much of a success. Up to the time we handled it this account appeared in small space, but quite regularly, in a large number of papers—then it flared up under our management for one season—and has since disappeared (in an advertising sense) altogether.

After about two weeks' work with Bond I saw quite plainly that when I finished the razor campaign I was going to be out of a job, so I strung it along as far as possible, and managed to make it last twelve weeks. Then Bond came to me and persuaded me to become a solicitor. He told me that all the really big men in the advertising business are the solicitors; that they make the most money, have the easiest hours, the healthiest work and the greatest prestige. His best argument, though, was the one about the Bond agency really needing a solicitor and not needing a copy man any more.

SALARY OR COMMISSION—WHICH?

Bond told me that agency solicitors always work on commission—and that a good man naturally doesn't want to take a drawing account that runs in advance of his commissions—but I argued this point with him so successfully that he agreed to keep me on the same salary for two weeks longer—my further tenure of office to depend upon my landing a good account during the two weeks.

Two weeks later we were arguing the salary or commission question with reversed English—for, strange as it may seem, I had landed a nice account in that short space of time. I got this account by a method that my old friends at Tomes & Benson said was very unfair, and it worried them so much that they called me over to talk about it in a friendly way and ask me to stop it.

Tomes & Benson were spending tens of thousands of their own money at this time to advertise the ability of Phillips as a copy and plan man, and although very few men outside the advertising business would remember the name of Phillips, they would almost all remember that Tomes & Benson had a man that they claimed to be the foremost copy writer in the world.

So I sat down and wrote a letter on Bond's letter-head, stating in a conservative and reserved style such as I conceived Phillips would use himself, that I had severed my connection with Tomes & Benson, and that in my new position here I was ready to offer the advantage of my abilities in devising sales campaigns and writing copy.

This letter we had multigraphed and we sent out two thousand copies to as many national and local advertisers. Each one of these copies I signed myself, using, of course, my own name, and never saying anything definitely to imply that I was really the big gun from the Tomes & Benson armory. I didn't need to imply anything—the recipients did the implying themselves—a great many of them, when I called, said they were quite surprised to find that so famous a man was so young.

I received more than a hundred answers to this form letter, and several of my correspondents were just on the point of starting campaigns. The Cyclo Company had a new patented device that gave promise of being a splendid advertising possibility, but there were five other agencies after the account, and it was almost settled when I got into the game. However, I persuaded the president to open the matter again, and I put the contract through on the basis of our distribution service and attention to trade conditions. If there is a more potent argument than this, especially in appealing to advertisers who are just entering the national field, I have yet to find it.

The Cyclo Company spent about ten thousand dollars with us, and in addition to our commissions

paid us a service fee which, to the best of my recollection, was five hundred dollars. The next year they spent about forty thousand dollars—but not through Bond.

(To be continued)

"All Velvet"

TORONTO AD CLUB, INC., 104 Yonge St.,
TORONTO, CANADA, OCTOBER 11, 1918.
Editor of PRINTERS' INK:

This looks to be all "velvet" for the



gentlemen who make Springbok "selections."

LOUIS D. RAY.

Spent Three Cents on Auto Shopping Tour

A woman phoned a Shenandoah, Ia., store that she had been reading its ads and wanted to go shopping. Would it send an automobile for her? Sure, it would? Visions of the large sale that was in prospect from a woman with the supreme nerve to ask for private passenger service floated before the merchant's mind. She lived way out. He drove up to her front walk. She came out. She weighed 300 pounds. But by strenuous effort he got her into the car. He drove her to the store. By intelligent "service" he got her out of the auto. She began a systematic tour. She was very thorough. Finally she decided upon a fly-swatter. It cost three cents and she paid cash for it. Then turning to the merchant, she said: "I suppose you will take me home, too?" He was game, and he did.

How to Interest Public in Show Windows

For the best written criticism of their display windows Pease Brothers Furniture Company, of Los Angeles, are offering a \$49.50 adjustable reclining chair free. The purpose is to find out what the people think of the windows—what changes would be suggested. They want the public's idea of effectiveness of the draperies and other furniture.



If you found your office boy putting two stamps on every letter instead of one, you would get a new office boy.



If you find your present system of letter-writing is costing you twice as much as another system, won't you get the other system? The

Edison Dictating Machine

Prevent substitution, specify "Made by Edison"

saves your time in dictating, in reading and revising your letters. It saves all the time your stenographers are now wasting, taking down notes and deciphering them. It saves your boy's time, allowing him to enclose and stamp the mail at intervals through the day instead of in a bunch at closing time. You pay salaries not for time, but for what time produces.

The Edison Dictating Machine has been developed to its present advanced design under the personal supervision of Thomas A. Edison. It is the dictating machine approved and labeled by the national fire insurance authorities. Its many mechanical and electrical advantages are explained in our booklet, which you should read before investigating.

Service Everywhere Including Principal Canadian Cities

Thomas A. Edison,
Incorporated

211 LAKESIDE AVENUE ORANGE, N. J.

SEND IN THIS COUPON

Thomas A. Edison, Inc., 211 Lakeside Ave., Orange, N. J.

Please send me your 24-page brochure, "The Goose, the Typewriter and the Wizard," describing how the Edison Dictating Machine may be adapted to my work and your booklet on its mechanical and electrical advantages.

Name.....

Firm.....

Address.....



The Theatre Magazine

—only for those who have the kind and quality of goods demanded by high-class tastes.

The Theatre Magazine is unique—not only as to its art and literary features, but also as to its circulation.

The Theatre Magazine has a circulation representative of the country's intellect, culture and wealth.

The Theatre Magazine carries the highest grade of advertising in the world solely because its readers are that kind of people.

To be admitted to its advertising columns is a mark of distinction for the advertiser.

The Theatre Magazine

New York
8-14 West 38th Street

Chicago Boston
GODSO & BANGHART H. D. CUSHING
Harris Trust Bldg. 24 Milk Street

Publishers also of *L'Art de la Mode*

Small Campaign for Life Insurance

W. M. Horner, of Minneapolis, chairman of the publicity, education and conservation committee of the National Association of Life Underwriters, has raised between \$6,000 and \$10,000 for advertising work on behalf of life insurance generally. His plans were described in last week's *PRINTERS' INK*. The underwriters have been having trouble convincing the companies of the value of advertising, and it is hoped that the results from the initial announcements will be sufficient to lead to general support from the companies. The Kansas Association of Life Underwriters, at Topeka, also has plans for local publicity in connection with the general campaign.

Vehicle Journal Bars Auto Ads

The Spokesman, a vehicle trade journal published at Cincinnati, O., has attracted considerable attention by the announcement that it will carry no more automobile advertising. The papers in the vehicle industry for several years have been soliciting automobile accounts and taking the position that horse-drawn vehicle dealers should handle both carriages and automobiles. *The Spokesman* says that it has found the plan of carrying water on both shoulders to be unprofitable and impracticable, and for that reason will devote itself entirely to the interests of the horse-drawn vehicle business hereafter. Leading manufacturers in that industry have approved its change of policy.

Duplex Razors Christmas Campaign

The Durham Duplex Razor Company, Jersey City, N. J., which claims to have used 1,800 newspapers in its introductory campaign last year, has announced a Christmas campaign featuring a special Christmas package. Full pages in colors will be used in selected newspapers as well as in the *Literary Digest* and *Judge*. The package is being sold through jobbers with a free-inducement.

Haupt with "American Sunday Magazine"

W. A. Haupt has joined the *American Sunday* (monthly) *Magazine* organization and will represent it in New England. Mr. Haupt has recently been with the Frank Presbrey Company and formerly represented Lord & Thomas in New England, with headquarters in Boston.

The Multi-Unit Sign Company has been incorporated in Louisville, Ky., with \$10,000 capital stock for the manufacture of electric signs and devices. The incorporators are A. L. Horne, J. J. Roberts, H. E. Holmes, E. A. Drake and George E. Schuman.

Style the Feature in "Quaker Lace" Copy

The Quaker Lace Company, Philadelphia, has started a newspaper campaign for the purpose of educating women how to use Quaker Laces for the new fall and winter styles. The 900 line copy is illustrated with 22 pictures of garments made with Quaker Laces which have been published in the leading fashion journals. Each illustration calls for Quaker Laces as a part of the material used.

At the bottom of the advertisement appears a cut of the Quaker Lace card and trade-mark. The newspaper readers are told that they will know Quaker Laces by looking at the card—that the laces are wound on turquoise blue cards—on which the name and trade-mark are stamped in gold.

A very good suggestion was made in the copy. It was this: "To-morrow on your shopping trip look for the window displays of Quaker Laces. Then visit the lace department and ask to be shown the new patterns of Quaker Laces." This paragraph gives the dealer some inducement to make a window trim and to realize a direct benefit from the advertising.

Newspapers to Back Up Premium Offer

The Pacific Coast Borax Company is using the newspapers to announce an attractive premium offer. In order to increase the use of 20 Mule Team Borax an oak leaf pattern of William Rogers & Son spoons are to be given free to the users of the borax. Three tops from five-pound packages, or ten tops from one-pound packages, or fifteen tops from ten-ounce packages, entitle the sender to one spoon. An extra spoon is given if half a dozen are sent for at one time. The newspaper space is illustrated by a picture of the spoons and the copy is devoted to the many uses of 20 Mule Team Borax in the laundry, in the kitchen and in the bath. The copy contains the suggestion to clip the advertisement and pin it up in the kitchen where it will be a daily reminder to save the tops and also to buy 20 Mule Team Borax.

Trial Offer in Special Guise

For the purpose of advertising a new process to remove all perspiration stains and water spots from gloves, etc., the Kraus Bros. Loewy Company, of Chicago, is announcing that anyone who will clip the advertisement, slip it in a pair of white gloves, will have these cleaned and delivered free of charge. This offer is for only one pair from each person.

Lewis L. Drake, editor of the *Paint, Oil & Drug Review*, of Chicago, has resigned to become Eastern representative of the *Paint and Varnish Record*, Chicago. J. Milton Head has been appointed editor of the *Review*.

What Does the Dealer Want?

A thorough understanding of dealer problems cannot be gained from behind a mahogany desk.

Neither will "investigators" calling on the trade with a list of questions disclose a great deal. There is only one way to get the retailer's viewpoint, and that is to be a retailer.

We have a number of retail accounts in various lines, both large and small. In helping them sell goods, we are actually on their side of the fence. *We are retailers.*

It is this experience which has enabled us to satisfactorily answer the question—what does the dealer want?—for our clients in a dollar-and-cents-winning way.

Our booklet "Short Cuts to Advertising Results" has several pages devoted to this question—may we send you a copy? Write today.

**RUTHRAUFF
and RYAN**
Advertising

**450 FOURTH AVENUE
NEW YORK CITY**

Advertising Plans That Would Redeem a Great City

By Joseph H. Appel

Director of Publicity, Wanamaker Stores, New York and Philadelphia

IT seems a proper time, especially since we in New York are considering a change in city government, to urge that the city of New York go into the advertising business in a business way; and I shall attempt to show briefly what proper publicity would do for a city on the basis of what it does for a retail business.

To put the whole thing in a nutshell at once, so that my argument may be understood as it proceeds, I urge these five things:

1. Simplify, systematize, centralize and standardize the financial accounting of the city.

2. Stop the present archaic and wasteful form of city advertising, with its legal and unintelligible verbiage, as exemplified in the pages of city notices which practically no one reads, but which cost in a year over \$700,000.

3. Establish a city bureau of publicity, which shall have access to all municipal information, to be given accurately to the people—to individuals who request it, and to the public in general.

4. Advertise the city's affairs in the daily newspapers, with paid display advertisements, giving such information to the citizens as will let them know just what is going on to their benefit or hurt.

5. Supplement this constructive newspaper paid advertising with public illustrated lectures on city affairs, in schoolhouses and in churches, and with motion pictures in the thousand motion picture theatres now licensed and controlled by the city.

Some of these things can be done under existing legislation; some will require new laws.

GOVERNMENT IS A BUSINESS

It is recognized now that government is a business.

This article is the larger part of a manuscript given *PRINTERS' INK* by Mr. Appel and was delivered as an address October 28 in New York before the Daily Ad Men's Club.

It is recognized also that business to be efficient requires publicity.

Yet New York City Government, the second largest business in our country (the National Government being the largest), has no publicity bureau, and is lacking this strong right arm which other large businesses possess.

Let us analyze, for a moment, this municipal business of New York.

It pays out, on the average, every working day, in salaries, supplies, repairs, investments and labor (not covered by salaries) about one million dollars—one million dollars a day.

To meet this obligation it must take in, in taxes and revenues, an equal amount, or else the deficiency must come out of the sale of city bonds, which correspond to the investment in a private business, and the revenue from which, according to sound business rules, should never be used for running expenses, but only to provide improvements in which succeeding years will benefit and upon shoulders of which part of the burden should rightfully fall.

Speaking in round figures here then is a co-operative business owned by and administered for five millions of people (the inhabitants of the city) with an annual "turn-over" (to use a mercantile phrase) of three hundred millions of dollars, with an investment (represented by property and municipal indebtedness) of two billions of dollars, with an annual payroll of a hundred millions of dollars paid to a hundred thousand employees in 200 distinct departments—a business of a magnitude beyond comprehension by the average man, a business in which the citizens of New York are stockholders, yet without any adequate form of modern publicity.

Motion Pictures

*"The Mind's Eye of the
Twentieth Century"*

Have a Motion Picture made of your Factory, showing in detail how your articles are manufactured.

The greatest advertising medium of modern times.

Your Salesman's greatest asset.

Every foot guaranteed. Nation wide publicity.

Fireproof projecting machines which will show perfect pictures in the office or home.

Weight 25 lbs. Price including
terception
attachment \$100.00.

Write for particulars

**COMMERCIAL MOTION
PICTURES COMPANY, Inc.**

102 West 101st Street New York City

Announcement

I have purchased the publication known as FARM NEWS, published at Springfield, Ohio, together with real estate, buildings, printing presses and complete equipment.

I have moved the FAMILY Magazine, which I own, from Chicago to Springfield, Ohio, from which point both papers will be published hereafter.

The name of the Company will continue as the SIMMONS PUBLISHING COMPANY, MATTHEW C. YOUNG, PRESIDENT, Mr. H. L. Simmons retiring.

The circulation of FARM NEWS will be far in excess of its guarantee of 250,000, and the rate will remain at \$1.00 an agate line, gross.

The circulation of the FAMILY Magazine is 600,000 with a flat rate of \$2.00 an agate line, gross.

The page size of both publications will be the same, 420 agate lines, 140 lines by three columns.

Rhodes & Leisenring will have charge of the advertising for both publications in the Chicago field, with offices at 717 Harris Trust Building, Chicago. Wm. H. Hogg in the eastern territory with offices at 225 Fifth Ave., New York. A. D. McKinney in the St. Louis field with offices at 1304 Third Nat'l Bank Bldg., St. Louis.

Very truly yours,

Matthew C. Young, President.

Simmons Publishing Company
SPRINGFIELD, OHIO

Now, what is this business of the City of New York organized to do? What service is it expected to render to its stockholders, the citizens of New York, who pay the bills?

Considering it again in the terms of business we find that the city has only this one thing to sell:

1. Protection of life, health, liberty and property, and the pursuit of happiness, including compulsory education, all of which is provided by:

(a) Police force; (b) fire equipment; (c) water supply; (d) health safeguards, including hospitals and inspection of food supply and industry inspection; (e) highways, including paving, repairs, lighting and sewage; (f) transportation facilities; (g) docks, ferries and harbor facilities; (h) educational facilities, including schools and libraries; (i) recreation, science and art, including parks, playgrounds, museums, botanical and zoological gardens, etc.; (k) courts, corrections and charities.

The city departments are not classified exactly as here given, but their functions naturally group themselves in this manner, so far as the public is concerned.

HALF THE TAXPAYERS' MONEY UNPRODUCTIVE

The actual cost of providing this protection of life, health, property, liberty, and the pursuit of happiness, is about fifty per cent of the total cost of conducting the city's business (as shown by an analysis of the Budget of 1913, as given on page 37 of the Municipal Year Book)—the remaining fifty per cent being required for the interest on debt and the city machinery in non-productive departments, to say nothing of the "city machine," which too often is one with the city organization.

In other words half of the taxpayers' money is unproductive in benefits to them; they get only half return for what they pay.

Of course, there is unproductive expense—necessary unproductive expense—in any business.

But no one will claim that the machinery necessary to give the people of New York the public service they now receive should cost as much as the service itself.

To reduce waste, extravagance and graft in the city government is the thing to be done, to be sure—but how?

Eliminating from consideration professional politicians, party organizations and especially Tammany (if we can!), the question still remains can even good, honest business men give the city a more efficient administration—and how?

Business experts, students of political economy and efficiency engineers have all studied the problem. There are many opinions. Practically all agree that the starting point of improvement must be in the financial accounting and reporting of the city—that it must be simplified, systematized, centralized and standardized. This centralization should be made in the Bureau of City Record, where it naturally belongs. This bureau is now admirably managed, but only a small part of the city's reporting and accounting goes through this office. In publicity, for example, the City Record Bureau has reports and control of only about eight per cent of the moneys expended in the newspapers.

One has only to strive to procure accurate information about the city's financial receipts and disbursements to see that inefficiency, extravagance, and worse than all—graft—originate in this lack of proper financial accounting.

With the present lack of system and lack of centralization of accounts and reports, even if every city official were absolutely honest and working solely for the public good, there would still be graft and inefficiency and extravagance, for waste comes from confusion and you can be sure graft fattens on darkness.

WHAT PUBLICITY WILL DO

But, you may ask, how will publicity correct this condition?

It is not generally realized that

publicity, in a private business, has two functions; (1) corrective, (2) constructive

A store cannot be properly advertised unless the publicity bureau first investigates and examines carefully the merchandise and prices and service to be advertised. When either of these—the goods or the prices or the service—is found to be wrong, the facts are advertised to the head of the business, so that the wrong conditions may be at once corrected.

Now, since a city is a public business, wrong conditions, when found by the city's publicity bureau, would be advertised publicly to the people, who are the taxpayers and stockholders.

Think what this sort of publicity would mean. The very first advertisement of this city publicity bureau would state the inability to procure accurate information. It would give the reason. It would expose the confusion in checking up expenditures. It would show the wasteful duplication in the printing of reports. It would demonstrate the utter uselessness and needless extravagance of certain so-called mandatory advertising. And for all evils it would suggest the remedy both in better business control and in a revision of the city charter.

This bare exposure of wrong conditions—persistently exposed by advertising them constantly—would result in a short time in their correction by some method. For it is not conceivable that the people having the power in their votes, would long continue abuses when exposed and understood; abuses are not corrected now largely because, under present conditions, the real facts can be juggedled and the real issues befogged.

OBJECTIONS ANSWERED

I hear all sorts of objections being raised by the timid; advertising of this nature would be merely an administration defense or it would enable a corrupt administration to perpetuate itself; it would build up even a stronger machine than Tammany; the facts

would be twisted and colored and the people would be worse off than now.

Such objections are all answered by two things:

(1) Publicity is its own check—a lie cannot live in the lime-light; and the easiest way to hang a rogue or a fool is to give him enough rope. Being a business organization, even Tammany would see the futility of falsifying records and events in large bold display advertisements over a sworn official signature, a shining target not only for the newspapers but for all the people as well.

(2) If found necessary this publicity bureau could be made a distinct and independent branch of the city government, the chief of which would be elected by and responsible only to the people, so that his investigations, his reports and his advertisements would be made without fear or favor.

CONSTRUCTIVE ADVERTISING IN THE NEWSPAPERS

Do I mean to publish these advertisements in display form in the daily newspapers? Yes, I mean just that. Publish them, as other business advertisements are published over the name of the city, exposing wrong conditions where found, following up this corrective advertising or joining with it what I call constructive advertising, telling the people what good service the city is offering to them.

This constructive advertising of the city would be highly important.

How little we really know of our city! Yes, the newspapers print the news, but still how little we know.

To use a homely illustration, how many know the actual sanitary requirements as to the care of garbage that passes out their back doors?

How many know how to turn in an alarm of fire?

Who knows how to originate a local improvement—a new street paving, better lighting, improved sewage?

How much do we really know

CHARLES M. LOBDELL

Advertising Manager Julius Kayser & Company
RESIGNS

I have planned and executed the National Advertising Campaigns for JULIUS KAYSER & COMPANY, Silk Glove Manufacturers, for the past eight years.

I want a business connection that offers opportunity for personal achievement,—with an interest or remuneration commensurate with the service I can render.

The connection must be a big one, or give promise of becoming such.

A connection that requires the ability of an executive, ripe with experience, who knows Advertising, Organizing, Purchasing, Sales Managing and Systematizing, and can apply them effectively and economically.

CHARLES M. LOBDELL, 132 W. 12th St., N. Y. City

Let "Wall's" Poster Service Solve Your Selling Problem

Guaranteed Service in 6,000 Cities and
Towns in the United States and Canada

"Wall's" National Poster Service

Incorporated
HENRY P. WALL, President

Fifth Avenue Building
NEW YORK

Bulletin Building
PHILADELPHIA

6 Beacon Street
BOSTON

Official Solicitors Poster Advertising Association

Here is my "Golden Rule" in buying

Writes a
Purchasing Agent

To use stuff that is too good is just as foolish as to get what isn't good enough.

Just to show his class, the son of the boss does his scribbling on our best office stationery. The boss himself still uses the backs of old envelopes.

There is a terrible waste as well as foolish economy in paper.

I recently saved the firm several hundred dollars by standardizing our stationery, office and factory forms, price lists, etc. We had been using an 18c paper for form letters, while the paper we used for carbon copies, office forms, etc., wasn't good enough—to be easily—valuable records were lost.

We now use Hammermill Bond throughout, at less than 9c a pound, and save 50%. It's got all the "quality feel" and rattle that are expected in a letter from a first-class house and it's strong enough for the hardest usage. We know it will always be of uniform quality, for it bears the watermark of a reputable manufacturer who cannot afford to jeopardize his reputation.

We cut out the waste, we saved money and we assured ourselves of unvarying quality. That's my idea of intelligent buying.

Yours faithfully,
A Purchasing Agent.

P. S.—I advise you to send for their new book, "The Signal System."

Hammermill Paper Co.
ERIE, PA.

Makers of

**HAMMERMILL
BOND**

"The Utility Business Paper"

of the wonderful story of subway construction, beyond the cries of graft and steals and delays? What do we know of the vital things of the subways, how the work is progressing and what the final benefits will be.

What information have we about the aqueduct construction, what it is costing and what benefits this new supply of pure water will bring?

Think of what the Bureau of Health could say in such display advertising—to prevent sickness and contagion! And the Fire Department—what a human interest story it could tell!

But why go on? Each advertiser can furnish the picture for himself.

PRESENT ADVERTISING EXPENDITURE

Naturally, such advertisements of the city would be written in plain, simple, common-sense form so that every one could understand them. They would be the very opposite of the city's advertising as it is now done, according to law. And this brings me to the third reform: namely—stop the archaic form of city advertising, as found in its legal notices in the newspapers.

What a farce these advertisements are. Page after page of election notices, published four times a year, giving the boundaries of every precinct—when practically every voter finds his polling place by merely walking "around the corner." And these election notices cost \$300,000 a year. Then the legal notices asking for bids of one kind and another—all long, complicated and of interest to only a special class who could go to headquarters and get the information without expense to the city.

To change this archaic advertising into modern common-sense publicity would require legislation, of course, but isn't it about time all necessary public announcements were made in simple English, and those that are not necessary eliminated?

In doing away with these long and confusing notices the city would save much of the money

needed for modern, commonsense, constructive advertising.

New York City now expends annually in what may be termed advertising (of the kind I have mentioned), but which is of little practical benefit to the people generally, more than \$700,000. As near as the figures can be ascertained the cost is as follows:

\$100,000 in the four Brooklyn newspapers, called by law "corporation newspapers," in which this advertising is mandatory. \$45,000 in other newspapers, the advertising being placed by the City Record Bureau. \$570,000 (estimated) in other newspapers by the various city departments.

A total of \$715,000 annually, to which must be added about \$140,000, the cost of publishing the *City Record*, the official city newspaper. This *City Record* is issued daily, with a circulation of only 2,500, mostly among contractors who seek information in order to bid on city work.

In addition it publishes some advertising of the city, which is mandatory, and which would cost much more if published in the newspapers. "The real value of the *City Record*," says the supervisor in one of his reports, "is not the publicity it gives to the transactions of the branches of the city government, but that it gives the city a vehicle for the publication of its mandatory advertising."

Here, then, is a total of \$855,000 expended annually by New York City for advertising which is of very little interest to the people generally. This sum is larger than that expended by any New York store for newspaper advertising, yet notice the difference—the stores are brought before the public every day with forceful publicity; the city gets no real publicity at all for its \$855,000.

CAN SAVE MORE THAN HALF A MILLION

Those who have investigated the matter say that at least two-thirds of this money—more than half a million of dollars—could be saved without hurt to any one, by condensing and simplifying the

You will sell



more goods for a given expenditure of money when you advertise in *The Medical Council* than in *any other way* you can advertise to physicians.

That is the *consensus* of opinion of the *shrewdest* medical advertisers.

Several excellent medical journals merit your patronage—

But, *The Medical Council*,

because of certain definite, tangible facts, is undoubtedly—the big advertising value among medical journals.

Medical Council's 24,401 paid subscribers (sworn statement upon request) is *as great a circulation for medical journals as "Saturday Evening Post's" 2,000,000 for general magazines.*

Medical Council's subscribers are uniformly the busiest, most prosperous "family physicians"—leaders in their communities.

Medical Council has an established national reputation for this one important, particular quality—"The unvarnished, solid, practical helpfulness of its reading matter in the physician's every-day work." The very quality that has given "Printers' Ink" such distinctive value.

Medical Council's rates for advertising are very little more than those of the average high-grade medical journal; unprecedentedly reasonable for the quality and size of circulation, prestige and unequalled influence.

These are strong statements. They are made by a strong publication. Our books and records are freely open for your inspection.



The Medical Council is one of the "Big Six" list of medical journals. These six journals offer the advertiser a most effective and a very economical means of covering the medical profession of America with minimum duplication of circulation. These journals all have the very highest reputation for integrity and journalistic excellence.

*No journal in America is more conscientious in its requirements concerning the character of copy appearing in its advertising pages than *The Medical Council*.*

Remember This—

"What 'Printer's Ink' is to you in your every-day work, *The Medical Council* is in the every-day work of the *busiest, most prosperous family physicians*."

Write for rates to-day.

42d and Chestnut Sts.
Philadelphia

MEDICAL COUNCIL

public announcements that are actually necessary to be made.

Let us see what publicity we could get for this money.

Basing the estimate on a business advertising rate, paid by large business concerns, this half million dollars would buy a space three columns wide and about two-thirds of a column deep, in every daily morning and evening newspaper of general circulation, published in the English language, in the city of New York. And using the same space also in a selected list of newspapers published in foreign languages, which reach our large foreign-born population, the cost still would come within the saving.

Now, gentlemen, what do you think of the change—you newspaper men, you advertisers, you business men?

Is it not an experiment worth trying? Is it not a change to be desired by the people too long kept in the dark about city affairs?

Of course the newspapers would continue to publish the news of the city government, as they do now, and the bureau of publicity would become a greater news center than even City Hall is to-day. We would still have our political clashes, our duels with words, our assaults and recriminations, our Ananias clubs and all other spices of a campaign. But in addition to this, day in and day out, all through the year, out of political season and in it, we would have just so much additional information about the city, given accurately at first hand by officials responsible only to the people.

Can any one doubt the wisdom of such publicity?

LECTURES AND MOTION PICTURES

Supplementing this constructive advertising in the newspapers our public schools and churches could be used in the evenings for public illustrated lectures about the city, as they are now used for lectures arranged by the Board of Education. But these new lectures should present city topics exclusively.

And in the same way the city

could use the motion picture theatres by compelling them, when license is granted, to show at each performance a film picturing some constructive work of the city, the films, of course, to be supplied by the publicity bureau of the city. There are now in Greater New York more than a thousand of these motion picture halls, with an average daily attendance of nearly a thousand—making a total daily attendance of a million people—who would see these city films and thus become more familiar with city affairs.

This is an age of light.

Physically, the electric bulb has done away with dark corners and dark streets and dark homes, always a festering bed of crime.

Mentally, now, the light of publicity must reach into public affairs and into the minds of the people, so that the business of government—city, State and national—may be co-operative and mutual, with efficiency, economy, honesty and publicity as the watchwords.

Already semi-public corporations, whose former policy was silence and darkness, are turning on the light, beginning to advertise.

It is the politician's turn next. Or rather it is the people's turn to throw the light of publicity on everything that concerns them.

As advertising and business men we know the power of publicity. We know that some day publicity must be applied to the business of running a city as it is now applied to the running of a business.

Whether city publicity will come this year or next year or many years later, come it will, because publicity is the weapon of justice. It is the one force which will inspire confidence—which will increase public confidence in popular government, without which it cannot endure.

Publicity, I say, will come in all governmental affairs, and if I were asked, as an advertising man, to suggest a slogan to bring it quickly—to fix in the minds of the people its importance to them—I would paraphrase the cry of our forefathers and say, "A million for publicity, but not one cent for graft."

To an Advertising Agency That Will MEASURE UP

I want to open negotiations with a SERVICE Agency of the highest class, representing advanced agency ideas and ideals. I submit:

1. An early and thorough merchandising experience—behind a retail counter—on the road—in the wholesale house.
2. Two years supplying advertising and selling ideas, advertising and merchandising talks, window display suggestions, copy for newspapers, etc., comprising a very profitable Advertising Service to retailers.
3. One year's exclusive and successful experience in selling and creating purposeful business literature: folders, booklets, catalogues, house organs, follow-ups,—high class work for high class houses at high class prices.
4. Eight years' agency experience. Created and conducted the advertising of a number of national advertisers covering a wide range of American articles—on the advertising advisory board of foremost American advertiser—solicited important European Accounts, and conducted American advertising of London, Paris, Dresden, Munich, Moscow, Basle, Grasse and Vienna manufacturers.
5. Am prepared to submit exhibits, including copies of letters, campaigns, literature; newspaper, magazine, street car, and bill board copy; list of clients, past and present, with references.

With a reputation for getting big business, I want to connect with an agency with methods that will most effectively back my efforts. I want to become a real and permanent factor in such an agency. I will go where the best opportunity lies. Address "P. P. C."—Box 116, care of PRINTERS' INK.

The Writer's Magazine

owes its life and success to its policy of "Service to the Writer." The very fact that over 12,500 Writers, Authors and Students call us their "Right Bower" proves that we render them a service. And they were not "Clubbed" in or offered a premium to become paid in advance subscribers—not *they*—the merit of the Editorial columns alone is responsible for our subscription list. As a class they are well to do. They crave everything new—love outdoors—and The Writer's Magazine is their guide. Our policy as regards the Advertising columns is exactly the same as regards the Editorial columns. They know it—and I personally talk to them each month in a page section called "A Word from your Business Editor"—here I tell them of the business reliability of those that use the advertising columns—I tell them that they make it possible for us to give them the splendid magazine that we are giving them. *And that's the truth, too.* If you can stand back of what you sell, I want, in fact I need, your advertising patronage. You will find our subscribers a liberal lot. May I send you a copy of our publication, and tell you all about us, what our aims—besides making money—are? The Christmas Number will be the best work of our entire organization and I'll bet that you know every one of the Contributors.

Just address me care of The Writer's Magazine, 32 Union Sq. East, N. Y. C. CHARLES D. FOX, Manager of Advertising.



When you advertise in Canada have your electros made in this modern Canadian plant and save the duty charge of $3\frac{1}{4}$ cents a column inch

The quality of our electros, stereos and mats is not excelled anywhere.

We invite inquiries from United States advertisers.

**Rapid Electrotype Co.
of Canada**

"Plates that Print and Wear"
MONTRÉAL, CANADA

Package Campaign in Street Cars

Fould's Macaroni Company, Chicago, started a street car campaign with copy designed to arouse curiosity and stimulate interest. The first of the series of advertisements read, "Live Well—Low Cost—Five Cent Package for Small Family. Ten Cent Package for Large Family. Watch for Yellow Package with Red Label." In the center of the card was a blank space for three packages. In the center of the blank space was a large question mark.

After this card had been running a couple of weeks, another card appeared showing Fould's macaroni, spaghetti and noodles in yellow packages with red labels. The object of the campaign was to fix an image of the package in the minds of the people, and to make them remember the distinctive color of the Fould packages.

Retailers Condemn Chain Stores

At the fourth annual meeting of the Retail Grocers' Association of Philadelphia "chain stores" were criticised and accused of combining with big interests to force the independent grocer out of business.

Albert Kaiser, the president, said that the grocery stores in Philadelphia had decreased in 20 years from 6,000 to 1,500. This decrease, he said, had been due to small profits. He said certain distributors had entered into agreement with the chain stores to make the small merchant pay tribute. Many merchants, he said, were told by these distributors just how much they should sell and what price they should receive. The independent grocer, he declared, was not responsible for the high cost of living.

Dallas Club's Clinic

The Dallas, Tex., Advertising League has adopted, with a special variation, the general idea of an "advertising clinic." In a recent issue of "O-K'd Copy," its publicity medium, the club asks the members to study the local papers and to come to the meeting prepared to dissect the advertising of agricultural fairs. The suggestion is made that fully 65 per cent of such advertising is practically ineffective.

F. H. Little, of the Geo. Batten Company, New York, addressed the Dallas Club on October 21 on "Wherein Lies the Power of Advertising."

All Dealers Listed in Shoe Copy

The Krohn-Fechheimer Shoe Company, Cincinnati, has started a dealers' campaign, using big newspaper space in the larger cities of Illinois, Indiana, Iowa, Minnesota, Wisconsin and Michigan. Following a talk on the style and comfort of the Red Cross Shoe, about one-half the space is devoted to listing all the Red Cross dealers in the states just mentioned.

Rating the Cheap Idea
 THE STEWART-WARNER SPEEDOMETER
 CORPORATION,
 CHICAGO, Oct. 28, 1918.

Editor of PRINTERS' INK:

The following inquiry and our reply may give you a thought on the value of merit.

GRIDLEY ADAMS,
 Advertising Manager.

"The Stewart-Warner Corporation.
 "Gentlemen:—

"Upon reading your attractive advertisement in the *Saturday Evening Post*, an idea suggested itself to me which you could use to good advantage in your fall campaign. I presume, of course, you are on the lookout for new ideas in the advertising line. Without cost to you, I will be pleased to work out this idea and submit it to you. If it strikes you favorably, send me your check for \$10.00. If you do not care for the idea, simply return it.

"Yours very truly,
 "(Signed)

"THE STEWART-WARNER SPEEDOMETER
 CORPORATION.

"Dear Sir:—

"We have your letter. If your idea is worth only \$10.00, it is too cheap to be of interest to us. Where we pay over \$4,000.00 for one insertion of a page of advertising, we deem it the greatest economy to expend hundreds of dollars for the 'idea' that is to go into that space.

"Yours very truly,
 "GRIDLEY ADAMS,
 Advertising Manager."

How the "Professor" Put It Over

The following advertisement recently appeared in a Southern newspaper:

"Mr. H. Stickler, the Tailor, wishes to announce to his patrons and friends that he is now located permanently at 425 West Chestnut street, between Fourth and Fifth, next door to Prof. Armand LaDrew, Clairvoyant and Palmist."

The name of the "Professor" was printed in black-face type, leading to the inference that here was a new idea in co-operative advertising. But later the business manager of the paper admitted that someone had slipped something over, as he does not accept advertising from palmists and clairvoyants.

Marshall Field to Introduce New Underwear Line

In about thirty days, says the *Dry Goods Reporter* of October 25, Marshall Field & Co., wholesale, expect to have perfected a new feature on a closed crotch union suit for men, which is entirely different from numerous garments now on the market. New machines will be installed in a new factory in Chicago where the company will specialize in the making of this new union suit.

This Man Wants a Big Job in a Small Town

He has always lived in the city, but he believes in the opportunities offered by the small town—believes, too, that life there is more healthful, more enjoyable, more livable than in the big city. And he wants a chance to try out these convictions.

Formerly he was a leading copy-writer in one of the biggest advertising agencies of the country; now he is advertising manager of one of the biggest industries of its kind—and he made good in both instances.

He can create, organize and systematize successful merchandising and advertising plans and campaigns—and do it efficiently and economically. He knows salesmen—can co-operate with the sales-manager to get the best out of them. And he has an unlimited supply of energy and ambition, coupled with the stability gained by broad experience. He is 26 years old.

Perhaps there is a need for such a man in *your* organization. If so, it may be worth your while to write to "W.," Box 114, care of PRINTERS' INK.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-L-2-3 Madison Square. President and Secretary, J. I. ROMER, Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLER, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK NOVEMBER 6, 1913

One Self-ing Point at a Time One of the rarest of human faculties is the ability to sort out from a set of instructions or a mass of information the one next thing to be done, the one essential fact. And the greatest of delusions is that many arguments and much evidence necessarily convince.

A man is not convinced by what he merely hears, but by what he understands, by what he takes in and recognizes as harmonizing with his previous experiences.

That is the reason why most effective advertising gets down to something very like a bulletin—one thought at a time clearly expressed. That is why a trademark or trade-character is so effective: it is simple and is easily understood.

Outdoor and street-car advertising men, having had to do more deep thinking on this matter than other forms of advertising, have naturally reached more pointed conclusions. No matter how elaborate the advertising possibilities, how complex the appeal, the ad

has to be simplified to one idea at a time.

This, as any business man recognizes, is a good principle. Instead of trying to make a million minds take a series of high hurdles in the shape of different kinds of evidence, the simplified ad this month asks him to just take one little step up. And then next month it asks him to take another little step. And so on.

But the principle is of far wider application than it generally gets. Successful executives instinctively know or have acquired the art of simplifying discussions by keeping to concrete cases and deciding one point at a time. They are fewer still who, like John Wyckoff Mettler, president of the Interwoven Stocking Company, adopt that same attitude towards their sales force, dealers and others. It is Mr. Mettler's invariable habit, for example, if the instructions to his salesmen cannot be given in a word and be perfectly plain and explicit, to chop them up into as many parts as necessary and send these simplified instructions out several days apart. Advertising to the salesmen is as important a matter to him as advertising to the consumer, and the short, pointed, picturesque Interwoven ads in the newspapers could be duplicated in the company's correspondence with salesmen. One thought at a time, one pointed, polished, penetrating thought at a time, getting exclusive attention—it calls for considerably more care and interest at the transmitting end, but it unquestionably raises the percentage of results at the receiving end.

Circularizing the Dealer "I had not made a personal investigation of the retail situation for a year or two," said an agency solicitor and service man, "and I thought I would go out and get a line on it as a help to preparing a trade circular.

"And what do you think I found? Why, some of the retailers I saw were getting fifty and sixty circulars a day! The worst was in the grocery line, but the

drug line was almost as bad. Read them? What a chance! Nine-tenths of them went to the floor and were swept up unopened.

"I have had some experience as to the waste of dealer literature before, but the condition to-day surpasses anything I have ever seen. It has grown much worse in a single year. There is no doubt about it, the dealers are being frightfully overcircularized."

If this is so, and of course it is, what becomes of the specious claim of "exclusive attention" made for the trade circular or prospectus? What sort of impression does the retailer get of national advertising when he sees daily this enormous waste of advertising effort, and compares the inflated claims of many advertisers with respect to consumer advertising with their failure to get a hearing with him, the very first milestone on the way?

Multiply this waste of trade circulars by their cost, both in postage and printing, and then draw a direct comparison with the same message when put through the columns of the trade press, the standardized medium for reaching the dealer. Of course, the efficiency of trade papers in different industries varies; but as a rule there is at least one first-class medium in each field.

There are several good reasons, aside from cost, why the trade circular should not be thoughtlessly used, and why advertisements to the trade should be made preferentially in the trade press. One of these reasons is that the trade press represents an *organized attention* and medium of publicity, comparable to a clearing-house or public market. At a certain stage in the development of an industry or business it comes almost automatically into existence to economize the effort and cost of doing business previously being done in an unorganized way. So far from having its publicity-power weakened by the increase in its advertising pages, by the apparent increase

in competition between advertisers, the very reverse is true. Because with the growth of size goes the growth of income or means of improvement, and with improvement, prestige and power. From either the retailer's or the advertiser's point of view, this condition is ideal in that it fixes the time, the place and, as far as possible, the character of the advertising appeal; it makes an appointment with a high percentage of the paper's readers and, *if it has a real message to deliver, keeps it.*

Dollar for dollar, effort for effort, idea for idea, the opportunities for cashing in are much greater in the trade press than in the trade circular. Some advertisers talk of putting more ideas and more power into their trade circulars to lift them out of the ruck and give them a better chance at the retailer's attention. Why not put the same time and effort into the trade-paper copy?

Prize Contests and the U. S. Mail

A perusal of the many magazines, newspapers, technical papers, trade papers, house-organs, folders, circulars, etc., which come to PRINTERS' INK indicates that just now many manufacturers are fitting "prize contests" of one sort or another to their advertising campaigns.

It is pertinent, therefore, that attention shall again be called in PRINTERS' INK to what may happen to an advertiser if his so-called "prize contest" contains some element which the United States Government may exclude from the mails because it is in the nature of a lottery.

Section 499 of the Postal Laws and Regulations calls attention to the ruling that no letter, package, postal-card or circular containing any lottery, gift enterprise or similar schemes offering prizes dependent in whole or in part upon lot or chance, and no check, draft, bill, money or postal note or money order for the purchase of any share or chance in any such scheme, is eligible to the United States mails.

What is more, Section 499 provides that no newspaper, circular, pamphlet or publication of any kind, containing any advertisement of any lottery, gift enterprise, or scheme of any kind offering prizes dependent in whole or in part upon lot or chance, or containing any list of prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether such list contains any part or all of such prizes, shall be carried in the United States mails.

Punishment for the violation of any provision of Section 499—of which the above is but a summary—may be as severe as a fine of \$1,000 and two years' imprisonment. And, of course, publishers and manufacturers know that the losses incident to exclusion from the mails may easily amount to many times a thousand dollars.

It might be supposed that if a prize contest has become a matter of commercial history, and a publisher or manufacturer merely rehearses some of the facts in connection therewith, in the literature which he contemplates mailing, that it is not necessary to go through the formality of having the Post Office pass on the literature's eligibility as mail matter. This is not the way the Government views the matter, however. For example, if the rehearsal which is to be mailed does not explain certain details trouble may result in short order. Among the details which the Government wants to know before it will make a decision in certain cases are: Were the prizes listed in the order in which the awards were made? Was the date of closing given in the approved manner? Were proper provisions made for "ties"? etc.

To the manufacturer who may exclaim at this point, "Oh, that's all for publishers—what's it got to do with me?" it may be pointed out that a refusal of mailing privileges may come to the manufacturer who, for example, attempts to send through the mail house-organs, circulars, folders and the like, which contain the announce-

ment of prizes for the best window displays, providing these announcements specify that the displays must be made of the goods of the promoter of the contest. And the manufacturer may discover there are other "kinks" in his message which would bar his mail matter.

There is but one safe and sure remedy for forestalling unfavorable action by the Government, and it is summed up by Postmaster Edward M. Morgan, of New York City, as follows: "Persons who contemplate the use of the mail in the operation of prize contests are advised to ascertain whether matter relating thereto is mailable under the law, and should submit specimens of any advertisements, offers or literature with full particulars relating to the project."

"Too Busy to Read"

He is a familiar type—the fussy, fretful man who imagines that he is about the busiest fellow in town. He often dumps in the waste-basket, unwrapped, copies of business or technical magazines that contain valuable articles bearing directly on his problems. He fondly believes that he is too busy practising to bother with what others are "preaching."

The trouble with this type of man is that he has not learned that the real executive is the man who so plans his work as to leave a reasonable amount of time for reading and planning.

There are shoals and breakers ahead when the accumulation of new ideas ceases.

The man who declares he has no time to read is unconsciously advertising his small caliber, his slavery to detail, his arrested development.

"Printers' Ink" Statute in Virginia

Milton Cone, vice-president of the Richmond, Va., Advertisers Club, informs *PRINTERS' INK* that the *PRINTERS' INK* Model Statute against fraudulent advertising will be introduced at the next session of the Virginia Legislature.

The New Business Law

Confidence
Trust
Integrity
Dependence
Reliability
Concentration
Elimination
Economy

The whole structure of modern business is based on the above law. Some magazines and some manufacturers close their eyes to the new law in business. "None so blind as those who will not see." They are courting failure with a wedding sure to follow.

The law-abiding manufacturer prides himself in making honest value and giving full measure. His advertising, like his raw material, must be paid for. Buying advertising space is serious business and costly. See to it that you get honest value and full measure. You cannot give your honest made goods at cut prices and continue in business. There is something wrong with the value of the magazines which are giving you something (confidentially). Goodness knows what better they are giving the other fellow (confidentially) than you get.

Here is LIFE'S Prediction

The Next Several Years Will See Fewer Magazines

The magazines without a purpose other than to get the advertiser's dollar (on any terms) will be wedded to failure. The magazines with a real editorial purpose serving the reader (which means the advertiser) will prosper as never before. The "Get the money" magazines like the "Get the money" manufacturer cannot defy the new laws of business.

A rate card, firm as a granite column, without concessions, means slower building but permanent. It means confidence, respect and appreciation of value between the advertiser and the publisher. LIFE is prosperous, happy, 32 years old—yet never younger.

LIFE'S Advertising and Circulation Law is "Get it right—or don't." There is no single account which we are in a hurry to secure.

Advertisers, Auditors, Agents come in any time. LIFE'S door is never locked.

Geo. B. Richardson, Adv. Manager, 31st St. West, No. 17, New York
B. F. Provandie, Western Manager, Marquette Building 1537, Chicago



Ingersoll

The Vision of a Dreamer Come True

"The man who was willing to sacrifice is rewarded by success along the line."

The dollar watch was the "dream" of a man who was willing to sacrifice. It is the result of the vision of that man, the product of the vision of an accurate and reliable stopwatch.

Up until it is a dollar lesson for "would be" dollar men to remember that the dollar watch is the result of a man's vision, a man's desire, a man's determination to create something better than the dollar watch that others make. That dollar watch that others make is the result of a man's desire to make a dollar watch.

There are other dollar lessons, great lessons of the Ingersoll and the manufacturing qualities of the Ingersoll.

The fine leather
Ingersoll watch case—

The Ingersoll	\$.50
The Ingersoll, case and chain	1.00
The Ingersoll, case and chain, gold	1.50
The Ingersoll, case and chain, gold, with diamonds	2.00

The Ingersoll, gold case and chain

D. S. INGERSOLL & BRO.
150 Broadway, New York City

Created for
Robt. H.
Ingersoll
& Bro.
(E. H. Haven)

**COPY WRITERS
WANTED**
JANUARY 1st, 1914

JANUARY 1st, 1914

One man to specialize on mechanical and kindred subjects, with knowledge of mail order business.

One on food products and articles sold through retail stores.

Both must understand lay-outs and type.

Send samples of recent work and give full particulars covering salary, experience and age, also references regarding habits.

All samples will be returned promptly.

McConnell & Fergusson
LONDON, ONT. WINNIPEG, MAN.
TORONTO, ONT.

**Address communications to
London office.**

Regal Aims to Increase Per Capita Sales

New Fall Copy Encourages Public to Have a Different Pair of Shoes for Every Purpose—Use "Class" Style to Elevate Product and Offset Raise in Price—The Regal "Blue Book"

THE average person's belief that if he has three pairs of shoes—one for evening wear, another for every day use, and a "change" in case of emergency—he is well provided for, will be the target at which the Regal Shoe Company will aim its fall advertising.

By upsetting this tradition the Regal people hope to accomplish two things: Bring more buyers into their ninety-seven stores; and stimulate the use of shoes among present customers. In other words, sell several pairs where they only sold one or two before.

It is a liberal education in "shoeology" to look over the twenty-odd advertisements which will form the nucleus of this campaign. There are ads explaining how one should be shod when wearing a frock coat, a Tuxedo and full dress; the kind of shoes to wear on "occasions de luxe," and for semi-formal affairs; shoes for business, for street wear, for lounging and a dozen other things; shoes for professional men, for bankers and business men; for fine weather and for rough weather; and then all over again in the woman's world.

Perhaps the nature of the campaign is best described in the slogan, "A shoe for a purpose," which has been adopted and will be incorporated in most of the ads. The campaign might be divided into three divisions. In one division is the women's shoe advertising. The nature of this copy and the style of layout are entirely different from that for the men's shoes. These ads are of the "ultra-exclusive" type; delicately lettered and artistically illustrated with fashionable Parisian figures. The men's advertising, on the other hand, is very plain, with

strong single illustrations, and hard-hitting, pointed copy. Then there is a supplementary campaign in the form of a series of "shoe chats," very similar to the Rogers-Peet Company's "readers" now running in the New York papers. In speaking of the campaign,

Regal Tango Pump

Put "Go" into The Tango

By daylight or electric light, every occasion has its Regal—even the "Tango." An oral strip of cross-grooved rubber makes the sole of the "Tango" Pump a perfect slipper. The heel is pocketed—it can't lift or shift. The "cousin" is lined with a soft, supple black Ozone Leather. "Roundtown" you pay \$6.00, \$7.00 and \$8.00 for "Tango Pumps." In "Regal" or "Doll" Leather, style costs you only \$5.00. **Regal Tango Pumps—\$5** in Patent or Doll Leather. For "Tango Tex" or Evening Dances.

Regal Shoe Shops

MANHATTAN
175 Broadway at Broadway or 176 Broadway at Greene 40 W. 16th St.
Broadway at 16th 40 W. 16th St.
Broadway at 10th 40 W. 16th St.
Broadway at 5th 40 W. 16th St.
Broadway at 2nd 40 W. 16th St.
Broadway at 12th 40 W. 16th St.
Broadway at 14th 40 W. 16th St.
BROOKLYN
284 Broadway 512 Fulton St.
285 Broadway 512 Fulton St.
287 Broadway 412 Fulton St.
289 Broadway 412 Fulton St.
JERSEY CITY
521 Newark Ave.

REGAL'S "EXCLUSIVE" COPY

A. S. Bryan, of Sherman & Bryan, who wrote the copy, said: "One of our aims in this campaign is to elevate the Regal shoe in the public mind. We want people to get the idea that the Regal is an exclusive shoe at a moderate price, and hope to do it by using 'exclu-

The Chicago Record-Herald has the second *largest* circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the *first eight* morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

THE CHICAGO RECORD-HERALD

The Magazine Publisher Who is Seeking a Business Manager

will please consider the following personal inventory:

I have managed two magazines and have a record which will stand fullest investigation;

Have had both circulation and advertising experience;

Have handled entire purchasing of supplies for publishing, aggregating over \$100,000 a year;

Have made special study and practice of economy and efficiency.

I combine thorough knowledge of publishing business with natural executive ability and high ambition.

Have present connection but seek broader opportunity.

Will accept any reasonable salary on the start until worth is proven, provided I can see large future. Box "112 A," care PRINTERS' INK.

A NEW YORK advertising agency is in the market for a service man who knows something about business, something about advertising, something about salesmanship. What it wishes to do is to keep ahead of rather than behind the demand at the present day for an organization which can give constantly better service to the advertiser and consequently to the publisher. A suitable man would be one who is an advertising or sales manager, or perhaps both, of some large concern and has largely shaped the sales and advertising policy of that firm. It would be no detriment to him if he brought an account along with him. Address, "C. L." Box 115, care of PRINTERS' INK.

sive' copy. Our object in the shoe-for-a-purpose slogan and plan is to stimulate undeveloped business. It costs little more to have several pairs of shoes, and be correctly shod than it does to have a few. Every time you put your foot to the ground you wear out so much shoe leather, and so it is just a matter of investing a little more at the outset." It is generally believed, however, that perhaps the big reason behind this "class" appeal that the Regal Shoe Company is making is to offset the recent increase in price. If it can get people to regard a Regal shoe as an exclusive product at a popular price it can draw considerable business from stores now holding this "class trade," it is thought.

A feature of the advertising will be the "Regal Blue Book," which will be advertised and distributed throughout the branches upon personal application. This book will show the correct shoe to wear for different occasions, and will be the backbone of the campaign.

The advertising will run in all the cities where the Regal Shoe Company has stores. Leading newspapers in these twenty-five cities will be used.

THE AUTOMOBILE AND MOTOR AGE

Watch "The Big Five"

Five Big Issues of THE AUTOMOBILE and MOTOR AGE.

Jan. 1st, 8th, 15th, 22nd, 29th

They reach the public at the very apex of the buying season — automobile show time. Each will be a 1914 encyclopedia of the industry — a mine of automobile information and a storehouse of automobile news.

The International Edition — 3rd in the series — will be translated into French and Spanish — and be distributed throughout the world.

The readers of these issues will spend at least \$55,000,000.00 in 1914. How much of it will you get? What are you selling? Tell our nearest office about it.

The Class Journal Company

239 W. 39th St. 910 S. Michigan Ave
New York City, N. Y. Chicago, Ill

Detroit Cleveland Buffalo Boston

A Tip to the Salesman
FOLLOWING is an exhortation to the man on the road, which was written recently by S. Sumner Sternberg:

This man will win.

You can't keep his name off the sign—long.

He's a top-notcher; he's on to his job from *start to finish*.

He knows the goods he is handing out; he respects the brain and brawn they represent.

He gets his education from his work, then makes his work measure up to his education. And do you know that *real education* in any line is education in *all* lines — things are *that* closely related?

This man takes nothing for granted but his ability to get there, and folks can't help believing in the man who believes in himself.

His enthusiasm is contagious; doubt and hesitation left him by the same door that knowledge

entered. He does more than hold his job down—he boosts it up to his level.

He develops muscle by pushing his work, and trains for the Big Lift by working out on Little Responsibilities.

He doesn't give information until he has it. He knows what he is talking about, and he doesn't have any trouble making folks believe it.

His feet are planted on the solid ground of knowledge, and he sells brains with every button.

Why not be a top-notcher?

Your job is your opportunity—right now.

Your place is not menial; more eyes are on you than the boss.

You are the final link in the chain of distribution. The united efforts of producer, manufacturer, jobber and retailer all lead up to your delivering the goods.

Do you know your goods? If you don't, your customers cannot.

Can you, for instance, point out the qualities in Stadium clothes that people look for in all clothes, and give puncture-proof reasons why?

Remember, Benjamin Franklin gained his education in spare moments between his bouts with the typestick.

Benjamin Franklin was a top-notcher.

Your job is your opportunity—right now.

Proof that Papers Pull

The possibilities of advertising for direct results through newspapers instead of mere general displays are being developed by the National Capital Brewing Company, of Washington, D. C. The headline "Munich Beer Is a Help to Better Health" talks common sense just as does the copy. One paragraph in particular emphasizes an important point. It says: "Good beer is unquestionably a beverage on which both brain and body thrive."

The special feature of the copy is a free offer. For every case of empty bottles returned to the company the customer is given a coupon, and for twenty of these coupons the customer receives, free, a nickel-plated coaster set, with satin-finish bottom tray and six coasters, with plate-glass centers, and two nickel-plated bottle-holders. This is a big inducement for people to save the bottles and get the premium free. And as the offer is made only for family trade, the result is good business in the homes.

PHYSICAL CULTURE

is published to appeal to those who desire to get all that is possible out of life—who seek to secure 100% efficiency from their bodies and minds. It appeals to no other class of readers.

The point we particularly wish to emphasize is—that it gets closer to its readers, through the nature of its editorial policy, than any other character of periodical can hope to do.

The advertising pages offer you an avenue of approach to the confidence of these people—and confidence *begets patronage*.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

October, 1913, Gains 1,371 Lines Over Best Previous October Number

WALTER CAMP

edits THE BOYS' MAGAZINE. Mr. Camp is known everywhere as America's foremost authority on athletic sports.

In our June 1913 number we commenced *interior* illustration in color. This is now a regular feature of each issue.

Everything about

The Boys' Magazine

is clean and high class.

Monthly editions over

105,000

50c a line or 45c a line for 34 page or more.

THE BOYS' MAGAZINE

Smethport, Pa.

Jas. A. Buchanan,
Western Representative,
337 Marquette Bldg., Chicago, Ill.

\$50 FOR NEW IDEAS IN PAINT ADVERTISING

For many years we've advertised Martin-Senour 100% Pure Paint and Household Finishes - we thought we had covered nearly every angle of paint advertising.

But—

The other day some writer gave us a jolt—his idea was new, unordinary—absolutely different from the usual run of Paint Ads, and aside from being unique it carried a selling message in a forceful way, but unfortunately it was a competitor's advertisement.

Now, we want new ideas in Paint and Varnish Advertising in Newspapers, Farm Papers, Magazines, Trade Journals, also Folders, etc. We don't want you to go into lengthy discourses—just the bare idea with a slight explanation.

It may be a rough pencil sketch illustrating a point—a headline that makes 'em stop—or a paragraph that says something in a way they can't forget—and remember its purpose is to sell Martin-Senour Paints, Varnishes, Stains and Enamels, either to Consumer or Dealers.

We will give \$25.00 for the best idea and \$5.00 each for the next five best, as well as a useful souvenir to every contestant.

If desired we'll send some of our present literature and copy of our House Organ, but remember we want something—**NEW**. Contest closes Dec. 1st, and all ideas will be judged by the Advertising Manager according to their selling value, when used as advertising, by The Martin-Senour Company in the Canadian Field.

Address: Advertising Dept.

THE MARTIN-SEOUR CO., Limited
MONTREAL, QUEBEC

News-Stand Readers OF PRINTERS' INK

will confer a great favor upon us by giving us the address of any dealer from whom they are buying copies frequently.

There is little we can fittingly offer in return for this information, but it may be the means of our rendering a service to any who assist us in securing this data.

S. W. REARDON
Circulation Manager

Printers' Ink Pub. Co.
12 West 31st St., New York

Los Angeles Advertising Course

The Y. M. C. A. course in advertising which will be given this season in Los Angeles under the direction of the Los Angeles Advertising Club started on October 18 with a lecture, "The Qualifications of an Advertising Man," given by John Renfrew, member of the executive committee of the A. A. C. of A. This was followed on October 20 with "The Purpose of Advertising," by Ernest Ingold, of the Los Angeles Investment Company; October 27, "The Advertising Message, the Real Ground-work," was given a week later by F. J. Whitelaw, of the Whitaker Advertising Agency.

Lectures scheduled to follow those already mentioned are: November 3, "How to Lay Out Advertising Copy," Chas. R. Stuart, C. R. Stuart Advertising Service; November 10, "Study of Advertising Type," R. O. Shadiner, manager, American Typefounders Company; Nov. 17, "The Use of Illustration in Advertising," Tom Randolph Wood, commercial artist; "Commercial Photography," H. H. Livingston, commercial photographer; November 24, "How Engravings and Other Illustrations Are Made," Ralph L. Garnier, American Engraving Company; December 1, "The Advertising Department and Its Manager," A. D. Smith, advertising manager, Barker Bros.; December 8, "Advertising Should Co-operate with Selling," H. S. Carroll, sales and advertising manager, Broadway Department Stores; December 15, "The Advertising and Sales Manager," Robert Armstrong, advertising and sales manager, Guy Rush & Co.; January 5, "Advertising Value of Trade Marks Individual Style of Copy," Sherley Hunter, advertising manager, F. B. Silverwood's; January 12, "The Use of Booklets, Catalogues, Folders, Etc.," J. D. Cassatt, J. D. Cassatt Advertising Agency; "How Produced—The Printer's View-point," T. R. Coles, general manager, Commercial Printing House; January 19, "The Sales Value of Form Letters," R. J. Shoemaker, American Letter Company; January 26, "Advertising a Mail-Order Department in a Retail Store," H. S. Stilwell, advertising and sales promotion, H. Jeyne Company; February 2, "National Advertising and Distribution," W. G. Adams, publicity department, Hot Point Electric Mfg. Company, Ontario, Cal.; February 9, "Advertising Value and Importance of Window and Other Display," A. M. Lucas, George F. Eberhard Company; February 16, "Department Store Advertising," W. A. Holt, advertising manager, Bullock's; February 23, "How to Use News Publicity as Supplement to Advertising," Chas. H. Seccombe, business manager, *L. A. Real Estate Bulletin*; March 2, "Personal Advertising Service Bureau or Agency," John K. Ingalls, Ingalls Personal Service; March 9, "The Advertising Agency," W. D. Curtis, Curtis-Newhall Company; March 16, "Real Estate Advertising," Philip Wrigley, Wrigley Advertising Agency; "Community Advertising," R. L. Bisbee, secretary, Long Beach Chamber of Commerce; March 23, "Outdoor Advertising," S. W. Botsford, manager, Pacific Railways Adver-

ising Company; "Bill Boards," Albert Mortenson, manager, Thos. H. B. Varney; March 30, "Judicious Use of Advertising Novelties," S. P. Swearingen, district manager, American Art Works; April 6, "The Advertising Solicitor," John H. Southard, manager, Clason Map Company; April 13, "The Field of Trade and Class Publications," Preston McKinney, publisher, *Commercial Bulletin* and L. A. Apparel Gazette; April 20, "Newspapers, How Circulation Is Determined," Wm. McK. Barbour, president, Newitt Advertising Company; April 27, "How, Where, When, to Get a Job in the Advertising Field," John Renfrew, director of the course.

This is the second year of the course. Last year's class numbered twenty-two students and this year forty or more will take the course. In addition to the lectures the stereopticon course prepared by C. B. Nash, of the Standard Sanitary Mfg. Company, for the A. A. C. of A., will be offered by the Los Angeles Y. M. C. A.

Trade Conditions in South Africa

THE SOUTH AFRICAN ADVERTISING CONTRACTORS, LTD.
CAPE TOWN, October 1, 1913.

Editor of PRINTERS' INK:

When I had the pleasure of meeting you during my recent tour I showed you the comparative figures of South African trade during the five-year period 1908-1912, which you considered very satisfactory, as the proportionate increase both of exports and imports was remarkable.

The Government has just published the figures for the first eight months of the current year which show that the imports for this period over the same months of last year have increased by 8.6% whilst the exports have increased by 18%. These figures are astonishing and prove that the optimism which I expressed to you was well founded. The imports of motor vehicles, including trucks, automobiles and motor cycles, have increased during this period by £428,000, which is a good index to the general prosperity of the country. I write this so that your readers who are interested in export trade may see the expanding market afforded by this country. The harvest this year, owing to the splendid rainfall, is expected far to outstrip all previous records, and I can confidently predict that the trade returns for 1914 will, at least, exceed those of this year by the proportion that this exceeds last year.

CECIL J. SIBBETT,
Managing Director.

Alvin Mfg. Company's National Campaign

The Alvin Mfg. Company, of Sag Harbor, N. Y., is now in the midst of a national campaign on behalf of its line of silverware.

The Alvin copy occupies pages in the following publications: *Woman's Home Companion*, *The Ladies' Home Journal*, *The Designer*, *The Woman's Magazine*, *The Delineator*.

Salesmanship on Paper

Advertisers often attribute their disappointments to everything but the real reasons. These are often due to lack of ideas, weak literature, wrong mediums or inefficient service. Also there are agencies whose business is so large that they cannot concentrate on building small accounts.

This office not only welcomes the account of the established advertiser but also the small man whose enterprise has merit and who requires special attention. From 17 years of successful experience in advertising as diversified as it is possible for one Agency to be brought in contact with, we are in position to render efficient service.

The developing of your business is our aim and we invite inquiries for mutual profit.

RUDOLPH GUENTHER
Newspaper & Magazine Advertising
115 Broadway, New York

Display Devices

Our business is the manufacturing of animated window displays and the installing of displays including the securing of the dealers' windows free.

Last year we installed
1,500 window displays
for our customers.

30

CHURCH
ST

NEW YORK

ISPLAYS COMPANY

The Little Schoolmaster's Classroom

HAVING failed in four calls on the agency, to make a dent, the solicitor was at his wits' ends to know what argument to bring to bear on the advertiser. He finally blurted out, "You are using high-brow mediums like *The Blank Weekly*. I don't see why you don't come into ours."

"Young man," said the advertiser deliberately, "it is always a bad plan to argue like that against a man who holds the records. I am going to tell you something. I don't know why it is so, and I am not particularly interested in the reason, but it happens to be the fact that *The Blank Weekly* has paid us better than any other medium we have ever used. Your picking it out as a poor medium for us is the best possible evidence that your opinions as to what we should use are not worth considering and that our agency did the proper thing in declining to discuss the matter further with you."

* * *

And then there was another solicitor who came around and got nearly an hour of an advertiser's time because his publication reached men of the new business school and he came prepared to discuss a new idea in the way of establishing agencies for the manufacturer. He hasn't secured any advertising as yet, but he will very likely. All of which seems to prove that this business of soliciting is, after all, a survival of the fittest.

* * *

The Schoolmaster has rarely seen as clever a demonstrator as the man the Atkins Saw people are sending around. He puts up his window display and for a day or so has a section of the counter of the store for an exhibit of Atkins saws. He lacks that smartness, that big-city, hotel-living atmosphere that hangs around so many salesmen and keeps them from commanding the attention of the ordinary mechanic. This man knows saws and all their uses; he

knows the problems of the carpenter; and if he hasn't been a carpenter himself he certainly puts up a fine imitation. He gets right down to the mechanic's level and talks to him about ripping, cross-cutting, beveling, etc. He not only knows the hang of the competitive article, but he has the knack of making you, the observer, see the great difference in the hang of an ordinary saw as compared with an Atkins Saw. He has a little vise screwed to the counter and a supply of strips of wood, so he can illustrate his points as he talks. Saw users put questions to this man that would have tripped a fellow with only a superficial knowledge of saws, but not this Atkins man. As a matter of fact, though the Schoolmaster had more than a-plenty of saws he was hardly able to resist adding an Atkins to the collection. The next buy will be an Atkins anyhow. Great is the demonstration, and particularly great is the type of demonstrator that the Atkins company employs.

* * *

Teachers of advertising have come in for considerable criticism for giving students so much training in the making of layouts. The point has been made that the layout is merely a mechanical proposition and that the young man preparing himself to get a foothold in the advertising field had better devote himself to the study of sales problems and plans. No course of instruction should, of course, fail to impress on the student of business that, with most advertisers, the creation of an effective plan of advertising is much more important than the writing of copy or the laying out of an advertisement or the making of a dummy. But the Schoolmaster has passed through some recent experiences that impress on him the wonderful assistance of the layout and the dummy in getting advertising plans and copy approved. It must be borne in mind

that not every business man has a vivid imagination and can see things that are merely talked about; indeed, few men have such imaginations. Not only can you get attention much more easily with a good layout; you can explain the proposition in half the time. A great deal of this advertising business of ours consists in "putting things through," in "selling" our ideas to others after they have been worked up. Whether it is a new letterhead design, an idea for a sign, a folder, a catalogue, or a page advertisement, nothing helps more than the good layout or dummy. The best-known copy departments, service bureaus, etc., are using layouts and dummies freely.

* * *

How follow-up methods have changed! The Schoolmaster recalls the days—and they weren't so far back, either—when follow-up meant taking the victim's name and starting a string of stuff to his address that wasn't cut off un-

til he either ordered the article or swore at you. The final appeal usually contained a self-addressed stamped envelope and the letter made out the prospect to be lacking in common manners if he didn't give full information as to why he hadn't sent an order.

"Efficiency" has struck follow-up, as it has struck many other things. Shrewd advertising managers and correspondents are today engaged in drawing a fine line between profitable follow-up and unprofitable follow-up. They are trying to establish just the point where the "law of diminishing returns" comes in. If one good letter and a postal card or a double postal card do the trick, that is all the follow-up there is. Or if efficiency means a letter every month for a year, that plan is tested out carefully.

There is not so much writing out to-day for a lot of data to be recorded carefully and never looked up as there was when the "system" fever ran so strongly

Druen's Design

Their beauty, their originality, & their fitness to purpose make them supreme

Frank B. Druen

Fine Advertisement Designs

17 E 38th St., NEW YORK

AD-TIP

No. 7 There is something more to circulation than mere numbers. The Elizabeth Daily Journal issues 13,330 copies every day—not one of them is ever found in the gutter or in a public waste receptacle. It's a *home* paper.

Elizabeth Daily Journal

ELIZABETH, NEW JERSEY

Population 80,000

F. B. NORTHRUP, Special Representative
225 Fifth Ave., N. Y. Advertising Bldg., Chicago, Ill.



Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation **125,667**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35¢.

300 Per Cent Increased Cost

A New York advertising man recently paid over 15 cents each for back copies of PRINTERS' INK to clip a few ads. If he had saved his subscription copies in PRINTERS' INK Binders there would be a different moral to this little story.

**Binders, 65 cents each
(Postpaid)**

PRINTERS' INK PUBLISHING COMPANY
12 West 31st Street, New York

over the country. To-day the question is being asked, "Will this record be of sufficient service to warrant the work necessary to keep it up?" "Is there not a simpler way in which we can keep this data—a way by which it can be combined with some other record, and clerical work reduced?"

Somebody who has the time and the inclination might write a book on "Efficient Follow-Up" that would be very helpful to thousands of new advertisers.

* * *

The president of the company—an old experienced advertiser—didn't like the picture. It was a reflection on the man who wears overalls, he thought, and there was logic to his objection. Curious thing, isn't it, how you can find a logical argument—apparently—for the inclusion or the exclusion of anything in advertising copy. Yet the advertisement paid better than any piece of copy for six months. All of which goes to prove that—

* * *

Not satisfied with assuring us that "Everybody's Going to the Big Store" the Greenhut-Siegel Cooper Company has a big sign on 128th Street in which all the trade-characters, made famous through national advertising, are "doing it" too. The Gold Dust Twins and the Old Quaker Oats Quaker, as well as all the rest of their friends, are pictured as trooping toward Siegel's. A veteran New York poster man said that he thought this campaign one of the most carefully planned attempts to make a big showing at small expense that he had ever seen. No matter where you go, you are almost sure to bump into the information that "Everybody's Going to the Big Store." You naturally think that the company must be spending millions, but it is the care used in locating the signs which counts.

* * *

A New York restaurant prints on its bill of fare, "There are no locks on the door, so, of course, we are open all night." What a relief from the old familiar "Open All Night"!

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. A General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

Newspaper Classified

Carefully placed at publishers' lowest rates. Proof of insertion guaranteed or your money back. Write for select lists or send your list and ad for quotation. Agencies not handling Classified should write for our proposition. Bulletin "Advantageous Advertising" free on request.

Classified Dept.

THE ARKENBERG-MACHEN CO.
233-5 Nasby Building Toledo, Ohio

ADVERTISING AGENCIES WANTED

Wanted—A Reliable Advertising Agency

to put in a special agricultural advertising service. I have something which lands the business. Address Box 304-L, care of Printers' Ink.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 28 Broadway, New York; Manhattan Building, Chicago.

BUSINESS OPPORTUNITIES

A WISE man buys on a falling market. We have several good publishing propositions at attractive prices—from \$5,000 up—with easy terms to responsible men. **HARRIS-DIBBLE CO.**, 71 West 23d Street, New York City.

Wanted: To lease newspaper plant by experienced men. Give complete information in first letter. Investigation solicited. Address L-301, care of Printers' Ink.

BUSINESS MAN, old or young, with \$10,000, can obtain interest in enterprise promising large, profitable growth, on permanent basis, without competition. Treasurer's position open. Will appeal especially to man acquainted with dry goods, textiles, motion pictures, or advertising. Principals only. Legitimate, Box 313-L, care of Printers' Ink.

COIN CARDS

WINTHROP COIN CARDS. Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS** (Dept. C.), General Printers and Binders, 141 E. 25th St., New York.

COPY WRITERS

Financial Copy requires special study and training. Ten years spent in the Financial District have taught me how to handle this subject effectively. Piece work or flat rate covering any given period. Reasonable charges. **E. W. OSANN**, 130 W. 25th St., New York City.

DESK ROOM WANTED

RETOUCHER, DESIGNER and letterer for advertising purposes wants desk room with some advertising agency, printer or publisher in exchange for some service. Box 106-L, care of Printers' Ink.

FOR SALE

FOR SALE I. C. S. GENERAL ILLUSTRATING COURSE covering every branch of advertising. Box L-106, care of Printers' Ink.

Corn and Wheat Flaking Machinery
(Second hand)

Ovens, Cookers, Rolls, Driers, Sealing Machines, Magnetic Separators, Shakers, Corliss Engine, Boilers, Wheat Cleaner, Cockle Machine, Dust Collector, Belts, Pulleys, Elevators, Conveyors, Heating Coils, Steam Traps, Steam Pumps, Volume Blowers, Platform Scales, Trucks, Electric Fans, Fire Extinguishers, Heating Tank, Compression Water Tank, Office Furniture, etc. For particulars, write THOS. R. ANDERSON, Battle Creek, Mich.

HELP WANTED

Salesman Wanted

to help market Hardwood Flooring in western Canada. We already have a good trade connection, but if you can "sell" flooring you can develop the business to our mutual advantage. Are you our man? Box L-303, care of Printers' Ink.

WANTED, by Chicago Special Agency, a live, hustling solicitor for strictly high class papers; not necessarily experienced in soliciting but must have an acquaintance among Chicago general advertising agencies; be clean cut and reliable; state salary expected, which must be moderate, increased when ability is proven. Address, J-287, care of Printers' Ink.

**Copywriter and Plan
Man Wanted**

A live, progressive advertising agency, located in close proximity to Chicago has a vacancy on its Copy Staff, and wishes to secure the services of a Copywriter, who is thoroughly competent to plan and write complete campaigns and handle the details of trade literature, etc. General advertising agency experience necessary. The position is permanent for the right man. In answering make known salary desired and give facts bearing on experience. Box L-109, care of Printers' Ink.

LETTER SPECIALISTS

LETTERS, booklets, etc., that bring results—that's the kind we write. Forceful, effective work. Low Rates. Send requirements. AD. WIDDER, 151 Broadway, Brooklyn, N. Y.

MISCELLANEOUS

Advertising Chewing Gum

Makes fetching little ad—novel—your ad on every stick. Gum the finest, guaranteed under Pure Food Act. We manufacture all flavors. Salesmen get "in" quick with this ad—gift. Just the thing for conventions, etc. Write today for samples and prices. HELMET GUM FACTORY, "Ad Dept." Cincinnati.

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of PRINTERS' INK a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. PRINTERS' INK PUBLISHING CO., 12 W. 31st St., New York City.

OUTDOOR ADVERTISING



Independent Outdoor Painted Display Service, all railroads; Interurban and Automobile lines entering Chicago since 1900. BALL BROS., 25 N. Dearborn St., Chicago, Ill.

POSITIONS WANTED

TOP NOTCH ADVERTISING SOLICITOR, with reputation for landing the hard ones, wants place on well-established publication of national circulation. Ten years' experience in Western field. A1 references. Address O.W.H., 6533 Woodlawn Ave., Chicago.

EXPERIENCED RATE MAN desires position as traffic and claim manager for some large shipper or association of shippers. Ten years' experience. Age 30. Married. Reference A1. Address, R. T. SINCLAIR, care A. C. L., Wilmington, N. C.

AGENCY DETAIL MAN

Young man over thirty with twelve years' advertising and business experience wants to join live agency in Chicago or East as office manager or assistant. Through knowledge of office, sales system and organization—capable, reliable, energetic. Box 110-L, care of Printers' Ink.

Artist

First-class illustrator, cartoonist and designer is open for contract. Either all or part time. Send for sample proofs. R. BIEGER, 2016 Allen Ave., St. Louis, Mo.

Six Years an Ad-Man

Am 27 years old, have had general experience in both retail and wholesale lines and desire a change into the west or northwest. Can be available by Nov. 15. Will accept \$1800—and earn it. Write me your needs—if I can't fill the bill I'll not tackle the job. HARRISON, 811 Woolner Bldg., Peoria, Ill.

Are you a large buyer of Printing?

An energetic executive that can save money for you with 16 years' printing house experience, both buying and selling, who can estimate costs and withal is a good correspondent would consider \$3000 with future. Would make ideal assistant for big man. High credentials. TACT, Box L-107, care of Printers' Ink.

Some comparatively new and
growing concern in need of a capable advertising and sales manager may find my services of value. Age 29. Eight years' experience in advertising agency work, merchandising, and supervision of sales. Salary \$3000. And real opportunity with the right concern my prime object. Box 302-L, care of Printers' Ink.

SALESMAN

Can sell the hard ones and teach others how. Experienced in all forms of advertising. Box K-288, care of Printers' Ink.

I Have Advertising Brains, some good ideas and can write good advertising copy. What general advertising agency or advertising department will give me an opportunity to prove it? Have agency experience; salary moderate; what I want is an opportunity to achieve success through ability and hard work. Box 108-L, care of Printers' Ink.

"Human" Copy

I write copy in a forceful, natural vein. I forget pencil and paper and remember the mission of copy is to pull inquiries and sell goods. Fourteen years' N. Y. advertising agency and other experience preparing house organs, booklets, catalogs, foldera—strong on layouts—bang-up samples; not infallible, but I "get things over" and repeat. Will go anywhere. Box L-312, care of Printers' Ink.

An Advertising Manager with Mechanical Training

This kind of training and education should be valuable to some manufacturer. I have always made good. Write strong copy, prepare layouts, trade paper stories and retail ads for dealers. A good buyer and organizer. Have you a place for me as advertising manager or his assistant? Salary \$2600. Now working. An excellent reason for changing. Box 311-L, care Printers' Ink.

FRANKLY**I Want an Advertising Job**

For nine years I have been connected with the automobile industry and have made good. I have been advertising manager of two well known concerns, have been connected with a big advertising agency and have a technical education. I know the wherefore of national, direct, trade paper and newspaper publicity. I write, systematize and sell. Now I want to apply this experience where it will do the most good—some staple line which knows no seasons of retrenchment. There are many who know my abilities. Perhaps some are within phone reach of you, 32 years, \$3000 while proving up. A. H. DOOLITTLE, 160 E. Grand Blvd., Detroit, Mich.

PRESS CLIPPING

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Coin Cards. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. THE WINTHROP PRESS, 141 E. 26th St., N. Y.

**Give these to your Big Advertisers**

Publishers who can afford to put \$8.00 per year where it will increase their good-will in an advertiser's office, will find a 1913 set of PRINTERS' INK bound volumes (four) a good investment. Early orders suggested as the supply is limited.

PRINTERS' INK PUBLISHING COMPANY, 12 West 31st St., N. Y.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, d.y. Average for 1912, 28,044. Best advertising medium in Alabama.

ARIZONA

Phoenix, *Gazette*. Average July, 1913, 6,355, daily. A. A. A. ex. regularly.

CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av. '12, 59,261. Largest morning circulation in Los Angeles.

CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 19,193 daily, 2c.; Sunday, 15,478, 5c.

New London, *Day*, Evening. Ave. circulation, Sept., 1913, 7,888. Double the number of all other local papers.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1912, Daily, 8,130; Sunday, 7,975.

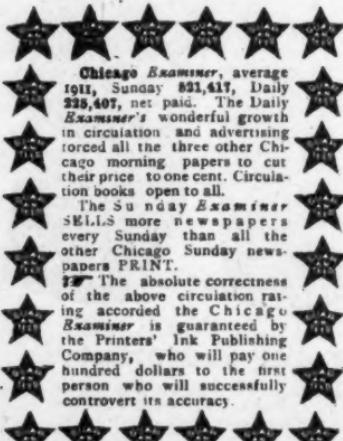
DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily, 1912, 53,604 (©©). Carrier delivery.

ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 9,269.

Peoria, *Evening Star*. Circulation for 1912, Daily, 21,891; Sunday, 10,449.



Chicago *Examiner*, average 1911, Sunday 821,417, Daily 225,407, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The *Sunday Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the *Chicago Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



INDIANA

South Bend, *Tribune*. Sworn average Sept. 1913, 13,086. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1912, daily, 9,875; Sunday, 10,856. "All paid in advance."

Des Moines, *Register & Leader*—*Evening Tribune*, 1st 6 mos. 1913, 56,871. Sunday *Register & Leader*, 40,423. 40% larger than any other Iowa paper. Supreme in want ad field.

Washington, *Eve. Journal*. Only daily in county. 1,975 subscribers. All good people.

Waterloo, *Evening Courier*, 56th year; Av. d.y. 1912, 8,711. Waterloo pop., 29,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 28,086; Sunday, 49,151.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,682.

LOUISIANA

New Orleans, *Item*, 6 mos. sworn st'ment U. S. P. O. d'y & Sun., Apr. 1 to Sept. 31, net cir. 89,901.

MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1912, daily 16,692.

Portland, *Evening Express*. Net average for 1912, daily 19,028. Sunday *Telegram*, 12,320.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1912—Sunday, 56,394; daily, 80,048. For Sept., 1913, 78,775 d.y.; 57,437 Sun.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS



BOSTON, *Globe*. Average circulation, Daily (2 cents a copy) 1912, 190,169.

Sunday

1912, 322,915.

Advertising Totals: 1912, 8,642,611 lines

Gain, 1911, 266,450 lines

1,794,621 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



BOSTON, *Evening Transcript* (00). Boston's tea-table paper. Largest amount of week day ad.

BOSTON, *Daily Post*. Sept. circulation averages of *The Boston Post*: *Daily Post*, 436,585; *Sunday Post*, 329,751.

LAWRENCE, *Telegram*, evening, 1912, av. 8,988. Best paper and largest circulation in its field.

LYNN, *Evening Item*. Daily sworn av. 1910, 18,662; 1911, 16,987; 1912, 18,358. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1912, 19,198.

WORCESTER, *Gazette*, evening. Av. Jan. to Dec., '12, 20,387. The "Home" paper. Larg'st ev'g' circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1912, \$8,483.

MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

MINNEAPOLIS, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 105,350.

MINNEAPOLIS, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1912, daily *Tribune*, 100,134; Sunday *Tribune*, 142,951.

MISSOURI

ST. LOUIS, *National Farmer and Stock Grower*, Mo. Actual average for 1912, 125,483.



NEW JERSEY

CAMDEN, *Daily Courier*. Daily average Oct. 1st, 1912 to Mar. 31, 1913, 10,935.

CAMDEN, *Post-Telegram*. 10,000 daily average 1912. Camden's oldest daily.

TRENTON, *Evening Times*. '08, 21,336; '09, 19,068; '10, 19,288; '11, 20,115 '12—21,959.

NEW YORK

ALBANY, *Evening Journal*. Daily average for 1912, 18,186. It's the leading paper.

THE BROOKLYN STANDARD UNION, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1912, 64,408.

BUFFALO, *Courier*, morn. Ave., 1912, Sunday, 99,692; daily, 64,496; *Advertiser*, evening, 87,182.

BUFFALO, *Evening News*. Daily average, six months, 1912, 103,007.

GLOVERSVILLE and JOHNSTOWN, N. Y. *The Morning Herald*. Daily average for 1912, 6,739.

SCHENECTADY, *Gazette*, daily. A. N. Liecty. Actual Average for 1912, 23,010. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

UTICA, *National Electrical Contractor*, mo. Average for 1912, 2,688.

NORTH CAROLINA

WINSTON-SALEM, *Daily Sentinel* (e), av. Sept. '12, 6,833. *Semi-Weekly Sentinel*, av. Sept. '13, 6,922.

OHIO

CLEVELAND, *Plain Dealer*. Est. 1841. Actual average for 1912: Daily, 106,456; Sun., 134,256. For Sept., 1913, 120,376 daily; Sunday, 146,855.

YOUNGSTOWN, *Vindicator*. D'yav., '12, 16,971. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

ERIE, *Times*, daily. Av. cir. 1st 6 mos. 1913, 23,056; 23,076 av., Sept., 1913. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.



PHILADELPHIA, *The Press* (00) is Philadelphia's Great Home Newspaper. Besides the *Guarantees* Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1912, 87,228; the Sunday *Press*, 178,888.

WASHINGTON, *Reporter and Observer*, circulation average 1912, 13,060.

WEST CHESTER, *Local News*, daily, W. H. Hodgson. Aver. for 1912, 18,185. In its 41st year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in agricultural wealth.

WILKES-BARRE, *Times-Leader*, eve. net, sworn, average 1st 6 mos. 1913, 18,124.

YORK, *Dispatch and Daily*. Average for 1912, 18,688. Covers its territory.

Image description: The image shows a vertical column of text on the left side of the page, with several five-pointed stars placed vertically along the left margin. The stars are black and have a simple, symmetrical design.

RHODE ISLAND

Pawtucket, Evening Times. Average circulation for 1912, 21,000—sworn.

 **Providence, Daily Journal.** Average for 1912, 24,463 (O.O.). Sunday, 36,777 (O.O.). **Evening Bulletin,** 62,567 average 1912.

Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1912, 6,469.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual daily average 1912, 8,500.

 **Columbia, State.** Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,925. March, 1913, average, daily, 20,480; Sunday, 20,150.

VERMONT

Barre, Times, daily. Only paper in city. Av. 1912, 6,083. Examined by A. A. A.

Burlington, Free Press. Examined by A. A. A. 9,418 net Largest city and state.

VIRGINIA

Danville, The Bee (eve.) Aver. August, 1913, 8,283. Sept., 1913, ave., 8,318.

WASHINGTON



Seattle, The Seattle Times (O.O.) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1912 cir. of 68,152 daily, 84,544 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great predictive value to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

Tacoma, Ledger. Average year, 1912, daily and Sunday, 21,367.

Tacoma, News. Average for year 1912, 20,898.

WISCONSIN

Fond Du Lac, Daily Commonwealth. Average year ending Dec. 31, 1912, 4,068. Established over 40 years ago.

Janesville, Gazette. Daily average, Sept., 1913, daily 6,043; semi-weekly, 1,044.

Racine (Wis.) Journal-News. June, 1913. Average circulation, 7,081.

ONTARIO, CAN.

Port William, farthest West city in Ontario. *Times Journal*, daily average, 1912, 4,132.

SASKATCHEWAN, CANADA

Regina, The Leader. Average, 1st 3 mos. '13, 12,208. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

MERIDEN Morning Record. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.

NEW Haven Register. Leading want ad medium of State. Rate 1c. a word. Av. '12, 19,192.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (O.O.), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*, says the *Post-Office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 541,623 Sunday circulation and 216,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognised Want Ad Medium of Baltimore.



THE Boston Globe, daily and Sunday, for the year 1911 printed a total of 498,000 paid want ads; a gain of 18,723 over 1910, and 340,556 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,179 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



NEW YORK

THE Albany *Evening Journal*, Eastern N. Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is the best classified advertising medium in New York State outside of N. Y. City. Write for Classified Rates, sworn circulation statement, and *rate card*.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Triune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(○○) Gold Mark Papers (○○)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign (○).—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

ALABAMA

The Mobile *Register* (○○). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. Dy. av. 1912, \$5,804 (○○). Delivered to nearly every home.

ILLINOIS

Bakers' *Helper* (○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Illinois Printer*, Chicago (○○). Actual average circulation for 1912-13, 17,286.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (○○).

Boston *Evening Transcript* (○○), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Francaise* (○○). Only French daily among 75,000 French population.

MINNESOTA

The *Minneapolis Journal* (○○). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn *Eagle* (○○) is THE advertising medium of Brooklyn.

Dry Goods Economist (○○), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magazine (○○). Specimen copy mailed on request. 283 Broadway, N. Y.

New York *Herald* (○○). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The *Evening Post* (○○). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific *American* (○○) has the largest circulation of any technical paper in the world.

In the Metropolitan District, THE NEW YORK TIMES (○○) has a net paid daily sale MORE THAN FOUR TIMES the next high-class morning newspaper; MORE THAN SIX TIMES the third or fourth high-class morning newspaper, and more than DOUBLE the three COMBINED.

New York *Triune* (○○), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The *Press* (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantees Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,858.

THE PITTSBURG DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (○○), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The Memphis *Commercial Appeal* (○○) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial Appeal passes both quality and quantity tests. Daily, over \$2,000; Sunday, over \$0,000; weekly, over \$3,000.

WASHINGTON

The Seattle *Times* (○○) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (○○), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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